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June 13, 1985

C2710-1

Special Issue

Advertising Age

Crain's International Newspaper of Marketing

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Leading National Advertisers

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DC20014CONGL1 FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

...mpanies ranked 101 to 200

NEWSPAPER

June 13, 1985 Special Issue

Advertising Age®

Crain's International Newspaper of Marketing

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Second 100 chart 26.7% ad growth

By R. CRAIG ENDICOTT

The nation's second 100 leading national advertisers continued to cut a deep swath through U.S. media activity by spending $2.78 billion in measured media in 1984, up 26.7% from 1983.

Those advertisers, ranked from 101 to 200 in this report on the basis of measured spending in nine advertising media, opened with No. 101 Matsushita Electric Corp. of America, spending $42.6 million, and ended with No. 200 Avon Products, spending $19.8 million.

The sheer volume of advertising that runs deeper than the 100 leading advertisers—the 100 are covered on an annual basis by Advertising Age—prompted a deeper probe into the advertising community this year and resulted in this special report.

(The 30th annual 100 leaders report will be issued Sept. 19. For the companies to be profiled in that issue, see Page 8.)

The nine-media totals of the second 100 leaders represent 11.2% of total national spending in these media, up from 10.3% in 1983.

As a composite group, the second 100 leaders contributed 5.6% of total national newspaper spending; 9% of magazine spending; 6.2% network cable; 17.1% spot tv; 11.2% network tv; 13.7% spot radio; 10.7% network radio; 4.9% outdoor, and 12.4% farm publications.

The biggest increase in traditional media among the second 100 was in magazines, with aggregate spending increasing 36% to $439.5 million in 1984.

Network cable, as might be expected, was the year-to-year growth winner with an increase of 100% to $24.4 million.

The big spending, however, was in network tv and spot tv, with network increasing 26.6% to $951.4 million, and spot tv increasing 26.7% to $931.8 million. National newspaper increased 5.4% to $166.9 million; spot radio went up 38% to $163.9 million; outdoor increased 16% to $41.9 million; farm publications improved 12.1% to $22.3 million, and network radio dropped 11.3% to $33.7 million.

The companies that begin and end the list are symbolic of the breadth of the marketing drama being played out among the second 100.

Leading
National
Advertisers
Profiles of companies ranked 101 to 200

Cover graphics by Avalon Studio

Matsushita, the 67-year-old Japanese company that blossomed from a marketer of adapter light sockets to a confident marketer of Panasonic, Technics and Quasar brands, is producing innovative new products that helped the company increase earnings and sales and that demanded an increase in ad spending in 1984 of 49.4% over the previous year.

Avon Products is struggling to find its corporate identity through a more compatible business mix. The door-to-door sales company increased measured spending 11.8% during 1984 in building its first earnings increase in five years.

An increase in advertising was more the rule than the exception among the list. Advertising at only 16 of the second 100 dropped from the previous year. A decline in spending generally was associated with the discontinuation of a heavily advertised product line, the divestiture of a major line of business, or poor sales and earnings performance.

Advertising Age also made a number of editorial decisions in arriving at the companies profiled. One of the big spenders that showed up on the advertising charts obtained from monitoring services used to rank the companies (see how Advertising Age got its data on Page 68) was excluded because it was a one-time event. That was the 1984 presidential campaign represented by the Reagan for President Committee, spending $21.9 million, all in network tv. The Reagan camp outspent the Mondale for President Committee by $5.3 million.

Another marketer appearing within the ranks, Paramount International, will be dissolved into U.S. government ad expenditures in the upcoming 100 leaders issue. Paramount was the marketing arm for U.S. government-issued commemorative Olympic coins. It spent $21.3 million in this enterprise, $17.1 million in network tv and $4.2 million in spot tv.

In analyzing the data obtained in this report on the nation's second 100 leading advertisers, the drug and entertainment companies and toiletries and cosmetics companies were more advertising driven than other categories.

Thompson Medical Co. had a 20.7% advertising-to-U.S. sales percentage; Block Drug, 19.5%; Orion Pictures, 15.9%; Tambrands, 10.8%; Carter-Wallace, 9.5%; Helene Curtis, 9%.

Expansion-minded Ceji-Revell, with advertising equal to 62.4% of its U.S. sales, had the highest percentage on the list among companies whose U.S. sales were known. Jeffrey Martin no doubt had a higher percentage, with $36.8 million in advertising on worldwide sales of $58.5 million (a 62.9%); its U.S. sales were not known. Twenty had ad/sales ratios higher than 3 to 100.

Given the fact that the aggregate measured advertising of all second 100 leading advertisers increased 26.7% from year to year, it was not unusual to find many that boosted their measured spending 50% in

(Continued on Page 2)

R. Craig Endicott is Advertising Age profile issues editor.

The second 100 leading national advertisers by rank ($000)

Rank	Company	Advertising
101	Matsushita Elec. Corp.	$42,572.5
102	Hallmark Cards	40,333.0
103	Estee Lauder Inc.	39,600.6
104	Thompson Medical Co.	39,302.9
105	G.D. Searle & Co.	39,271.0
106	Dayton-Hudson Corp.	37,947.2
107	Mercedes-Benz of N. America	37,940.1
108	Southland Corp.	37,027.5
109	Dow Chemical Co.	36,943.9
110	Jeffrey Martin Inc.	36,775.2
111	MCI Communications Corp.	36,084.1
112	Hattori Corp. of America	35,572.5
113	A.H. Robins Co.	35,544.0
114	Ciba-Geigy Corp.	35,303.5
115	Federal Express Corp.	34,866.9
116	Brown-Forman Distillers	34,667.5
117	Whirlpool Corp.	34,256.8
118	Commodore International	34,244.4
119	Triangle Publications	33,326.6
120	Helene Curtis Industries	33,265.7
121	20th Century-Fox Film Corp.	33,163.5
122	E&J Gallo Winery	32,887.7
123	Imasco U.S.A.	32,554.5
124	Household International	32,366.9
125	Sony Corp. of America	32,285.7
126	Citicorp	31,970.1
127	Tambrands	31,832.6
128	Rapid-American Corp.	31,284.9
129	Polaroid Corp.	31,260.2
130	State of Florida	31,008.0
131	Mennen Co.	30,971.4
132	Block Drug Co.	30,894.5
133	United Biscuits Ltd.	30,748.0
134	Hiram Walker Resources	30,483.5
135	Federated Department Stores	$30,279.0
136	North American Philips	29,965.6
137	MGM/UA Entertainment Co.	29,771.5
138	Black & Decker Corp.	29,533.7
139	National Distillers & Chemical	29,200.4
140	ConAgra	29,190.3
141	American Dairy Assn.	29,112.1
142	SmithKline Beckman Corp.	28,841.3
143	Scott Paper Co.	28,547.0
144	American Stores Co.	28,251.2
145	Borden	28,116.8
146	Southwestern Bell Corp.	27,877.8
147	MasterCard International	27,845.9
148	Pan American World Airways	27,644.3
149	Chevron Corp.	27,040.1
150	Shell Oil Co.	26,499.0
151	Reynolds Metal Co.	26,048.5
152	Subaru of America	25,997.2
153	Exxon Corp.	25,591.3
154	Prudential Insurance Co.	25,405.2
155	BMW of North America	25,371.2
156	Transworld Corp.	25,085.5
157	Ceji-Revell	24,947.5
158	Chesapeake Financial Corp.	24,837.1
159	Texas Instruments	24,831.7
160	Safeway Stores	24,527.9
161	Geo. A. Hormel & Co.	24,448.0
162	Texaco	24,320.9
163	NCR Corp.	24,244.1
164	Wang Laboratories	24,035.5
165	Carter-Wallace	23,822.5
166	Republic Airlines	23,818.4
167	Castle & Cooke	23,734.0
168	Denny's Inc.	23,724.0
169	DeBeers Consolidated Mines	$23,703.7
170	Atlantic Richfield Co.	23,538.5
171	Anderson, Clayton & Co.	23,449.3
172	Hewlett-Packard Co.	23,247.0
173	Sandoz	23,245.6
174	Lucky Stores	23,115.0
175	Kroger Co.	22,991.1
176	G. Heileman Brewing Co.	22,981.3
177	Texas Air Corp.	22,947.3
178	Alberto-Culver Co.	22,864.6
179	Volvo Cars N.A.	22,722.8
180	BellSouth Corp.	22,329.3
181	Pacific Telesis Group	22,184.5
182	Sharp Electronics Corp.	22,112.0
183	Cadbury Schweppes	21,986.7
184	Coleco Industries	21,679.2
185	May Department Stores Co.	21,598.8
186	Atari Corp.	21,159.7
187	Blue Bell Inc.	21,101.3
188	Visa International	21,039.7
189	F.W. Woolworth Co.	20,977.5
190	Marriott Corp.	20,756.1
191	Monsanto Co.	20,616.5
192	Walt Disney Productions	20,246.5
193	Jerrico Inc.	20,200.8
194	Amoco Corp.	20,078.5
195	Orion Pictures Corp.	20,057.9
196	Transamerica Corp.	20,043.3
197	NYNEX	20,011.1
198	Blue Cross & Blue Shield	19,984.6
199	Firestone Tire & Rubber Co.	19,881.5
200	Avon Products	19,821.5

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Second

(Continued from Page 1)

1984 over the previous year. Nineteen of the second 100 did this; 10 even hiked their spending 100%.

Ceji-Revell, known for its intricate toy models, entered the play toy business in a big way, transporting its *schtroumpfs* from the playrooms in France to the backyards of the U.S., and in the process increased its 1983 spending by 2,722% in taking year-to-year advertising growth honors among the second 100 leading advertisers.

New acquisitions often meant sizable spending increases. Gaines line of dog food acquired from General Foods pushed Anderson, Clayton & Co.'s ad budget for measured media up 158.6%; Black & Decker Corp. increased advertising 136.2%, most on its own power tool line, as it purchased General Electric's housewares division and Elu tools from Switzerland.

New product introductions also stimulated spending as in the case of Shell Oil Co., its introduction of SU2000 and RU2000 gasoline priming the ad pump by 126.9%; Ciba-Geigy Corp. boosted advertising 100.2% in part to peddle new products, Softcontact lenses and Acutrim 16-hour time release appetite suppressant.

Atlantic Richfield Co. built up its ad budget by 243.1% in measured spending in pushing its petroleum products and service stations nationwide only to undo its marketing shift by ridding itself of nearly 2,000 service stations/AM PM Mini Marts at locations east of the Mississippi in early 1985.

A number of companies faced with declining sales and earnings attempted to revive lost fortunes through advertising. Castle & Cooke boosted its advertising by 203.3% in 1984 as it stressed fresh, packaged and branded products in advertising slugged: "A sunny place called Dole." By its third quarter, it seemed to be recovering when debt restructuring was foisted upon the company and an outside buyer took over.

Advertising often was increased just to stay abreast with the competition, particularly in the computer industry, where reduced sales and lower profit margins are taking their toll. Wang Laboratories increased ad spending 184.4%, NCR Corp., 120.9%; Hewlett-Packard Co., 58.2%; Sharp Electronics Corp., 26.5%.

The breakup of the Bell System produced some big ad spenders. Four former Bell units made the second 100 list.

Sixteen advertisers cut measured spending in 1984, and two reasons stick out: The shelving of a product line, and an over-all corporate loss for the year.

Texas Instruments, for example, canned its heavily advertised TI 99/4A computer in late 1983, and advertising was not picked up elsewhere in the budget as ad spending in 1984 dropped 63.6% for TI, among the 100 leading advertisers in 1983. With the computer games business in a seemingly bottomless depression, Coleco Industries and Atari Corp. pulled out of those businesses; dropped ad spending 53.1% in the case of Coleco and 68.5% at Atari.

Polaroid Corp. faced a similar problem in its instant photography market where intense price competition and low sales cut into earnings and the ad budget, sliced 7.5% from 1983.

A number of players in the wine and spirits industry, reeling under the double whammy of reduced demand and increased public pressure against drunken driving, went low key with their ad budgets in 1984. Brown-Forman Distillers dropped its advertising 13%, but promised to toss $1 million into a public service trade campaign this year. E&J Gallo Winery siphoned off 5.5% of its ad budget from 1983, and G. Heileman Brewing Co. reduced its spending 7.2%.

Often, reduced ad spending had more to do with the strength of the product "chestnut" built up by advertising in the past. Sony Corp. of America, which cut back 17.8% in advertising in measured media, did most of that in reduced spending for its Walkman radios, which dominate the market.

Pan American World Airways' advertising, which dropped 3.1%, continued to follow a pattern established several years ago: When business activity declines, drop advertising. But today, Pan Am marketing executives are singing another tune with the proposed divestiture of the airline's Pacific routes to United Airlines. Now Pan Am can concentrate on a less than global market, which it predicts will stimulate advertising.

During the time period covered by the profiles, several of the companies were subjects of buyouts. Royal Crown Cos. (which includes Arby's) was purchased by the Posner Group and renamed Chesapeake Financial Corp. Ceji-Revell is a marriage of Revell and the Drancy, France-based Ceji. Castle & Cooke was purchased by Flexi-Van Corp., which pulled it out of economic straits. Shell Oil was bought by Royal Dutch-Shell, which owned two-thirds of the company before tendering the rest beginning last year. Atari Corp. was taken private by Jack Tramiel. Blue Bell Inc. was bought out by its management.

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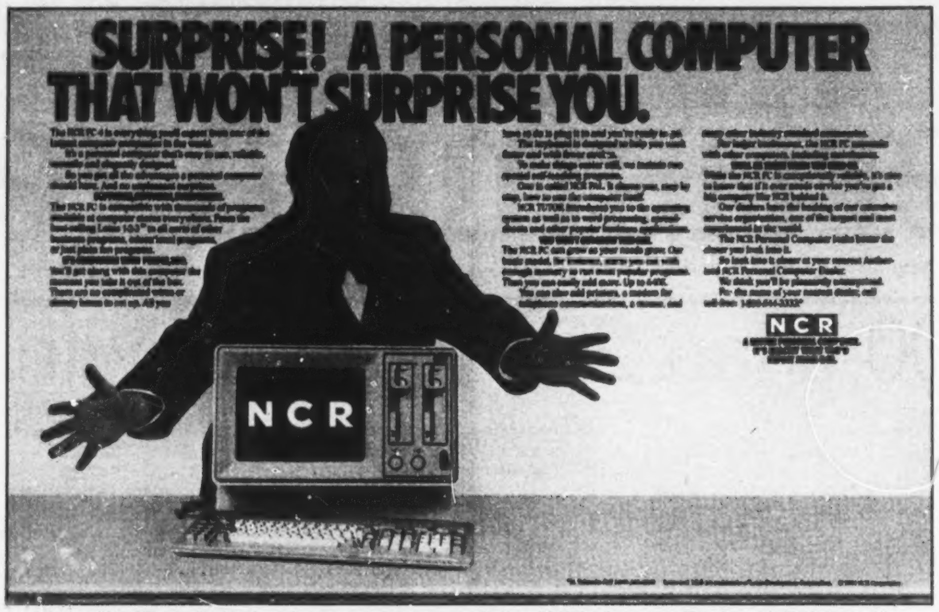
Trouble keeps brewing among the leaders. Geo. A. Hormel & Co. continues to have a running warfare with its unions at its home plant in Minnesota. This may usher in a new era for Hormel, which threatens to head south to Atlanta if things don't get better.

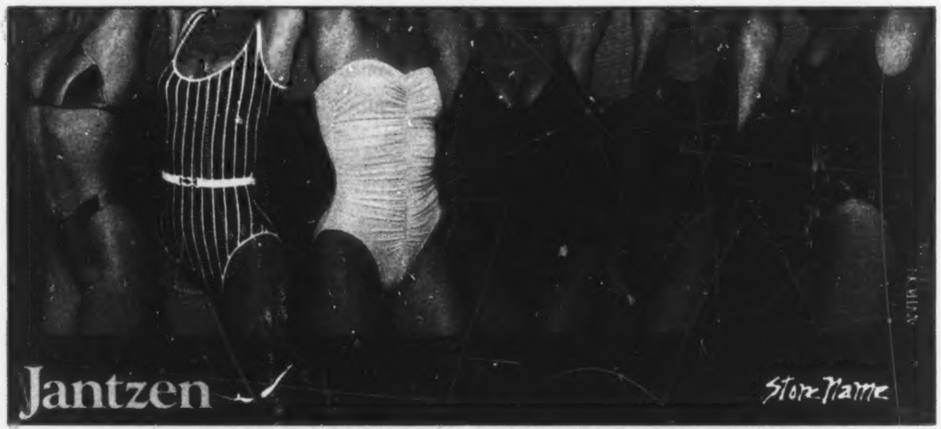
A.H. Robins Co. has had to pay out $314.6 million in damages to users of its Dalkon Shield IUD. Robins marketed the intrauterine device in the early 1970s. Some 3,800 claims still are pending. The company has spent more than $7 million in campaigns since October, 1984, warning women against continued usage of the shield. A team from Burson-Marsteller is handling the campaign.

The Burson-Marsteller heavy-hitters also handled the salmonella troubles besetting Jewel Cos., a new acquisition of American Stores Co.

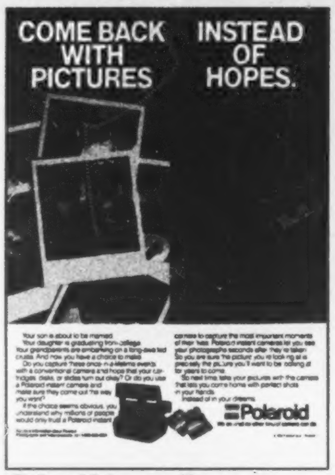
The disastrous freeze at the end of last year that cut deeply into citrus production in Florida will bring about higher advertising spending in 1985. The reduced supply means higher prices and consumer resistance, and that translates into bigger ad outlays, say officials connected with advertising for the State of Florida, which spent $31 million in advertising to rank 130th in 1984.#


SURPRISE! A PERSONAL COMPUTER THAT WON'T SURPRISE YOU.
NCR
NCR

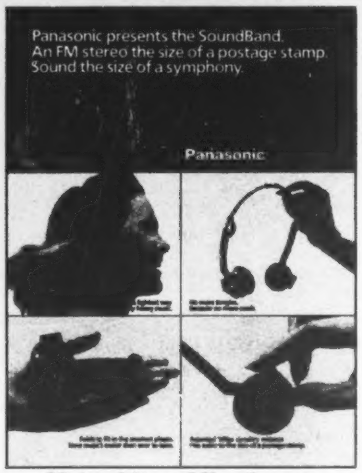
Comedian Dom DeLuise charms new prospects for NCR. Agency: Backer & Spielvogel.



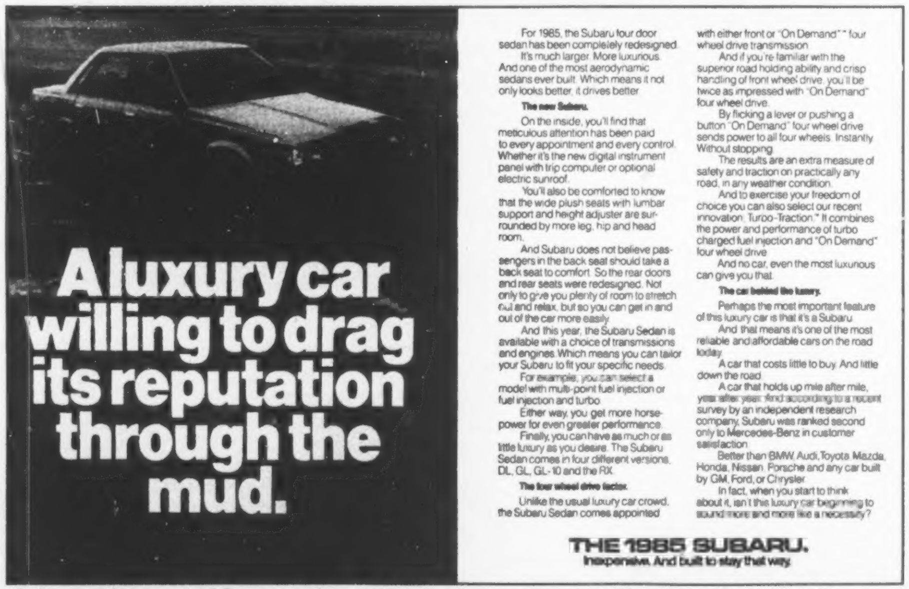
Jantzen sportswear helps secure Blue Bell's place in the marketing sun. Agency: In-house.



Polaroid frames the eye, as . . .


Panasonic presents the SoundBand.
An FM stereo the size of a postage stamp.
Sound the size of a symphony.
Panasonic

. . . Matsushita coddles the ear.


A luxury car willing to drag its reputation through the mud.

For 1985, the Subaru four door sedan has been completely redesigned.

It's much larger. More luxurious. And one of the most aerodynamic sedans ever built. Which means it not only looks better, it drives better.

The new Subaru.

On the inside, you'll find that meticulous attention has been paid to every appointment and every control. Whether it's the new digital instrument panel with trip computer or optional electric sunroof.

You'll also be comforted to know that the wide plush seats with lumbar support and height adjuster are surrounded by more leg, hip and head room.

And Subaru does not believe passengers in the back seat should take a back seat to comfort. So the rear doors and rear seats were redesigned. Not only to give you plenty of room to stretch out and relax, but so you can get in and out of the car more easily.

And this year, the Subaru Sedan is available with a choice of transmissions and engines. Which means you can tailor your Subaru to fit your specific needs.

For example, you can select a model with multi-point fuel injection or fuel injection and turbo.

Either way, you get more horsepower for even greater performance.

Finally, you can have as much or as little luxury as you desire. The Subaru Sedan comes in four different versions. DL, GL, GL-10 and the RX.

The four wheel drive factor.

Unlike the usual luxury car crowd, the Subaru Sedan comes appointed with either front or "On Demand"™ four wheel drive transmission.

And if you're familiar with the superior road holding ability and crisp handling of front wheel drive, you'll be twice as impressed with "On Demand" four wheel drive.

By flicking a lever or pushing a button "On Demand" four wheel drive sends power to all four wheels. Instantly. Without stopping.

The results are an extra measure of safety and traction on practically any road, in any weather condition.

And to exercise your freedom of choice you can also select our recent innovation, Turbo-Traction.™ It combines the power and performance of turbo charged fuel injection and "On Demand" four wheel drive.

And no car, even the most luxurious can give you that.

The car behind the luxury.

Perhaps the most important feature of this luxury car is that it's a Subaru.

And that means it's one of the most reliable and affordable cars on the road today.

A car that costs little to buy. And little down the road.

A car that holds up mile after mile, year after year. And according to a recent survey by an independent research company, Subaru was ranked second only to Mercedes-Benz in customer satisfaction.

Better than BMW, Audi, Toyota, Mazda, Honda, Nissan, Porsche and any car built by GM, Ford, or Chrysler.

In fact, when you start to think about it, isn't this luxury car beginning to sound more and more like a necessity?

THE 1985 SUBARU.
Inexpensive. And built to stay that way.

Subaru rides crest of Japanese import wave. Agency: Levine, Huntley, Schmidt & Beaver.

Profiles of the second 100 advertisers

Rankings based on measured ad spending from $19.8 million to $42.6 million; select group increases advertising 26.7% to $2.8 billion

RANK 178

Alberto-Culver Co.

Melrose Park, Ill.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	348.6	313.7	11.1
Net income	4.5	3.9	15.8
U.S.			
Sales	272.1	263.7	3.2
Operating profits	14.2	14.5	-2.1
Advertising	22.9	18.8	22.0
Division sales			
Personal prods.	205.1	196.7	4.3
Industrial products	81.7	68.2	19.8
Other	66.9	55.0	20.2

Alberto-Culver Co., Melrose Park, Ill., the 178th largest national advertiser with 1984 measured ad spending increasing 22% over 1983 to $22.9 million, had a strong 1984 spurred on by sales from new business activities.

Total sales for fiscal 1984 were up 11% to $348.6 million, with about 15%, or $52 million, of that total coming from new business—new products, the acquisition of Indola Cosmetics B.V. in the Netherlands and an increase in the number of beauty stores owned by Sally Beauty Co., a division of Alberto-Culver.

The company increased spending (including measured spending) in all advertising and promotion activities during 1984 to $65 million, up 11% from the previous year. About $3 million more went for market research.

Alberto-Culver is popularly known as a consumer haircare and toiletries company, but it is much more. Ten company units deal with consumer and professional goods, food and clothing products, construction maintenance materials and advertising services.

Much of the increase in measured ad spending in 1984 is attributed to backing Alberto Mousse European styling foam, a new product type (introduced to the U.S. by L'Oreal) in the $3 billion U.S. retail haircare market. The product, which had been in use in European hair salons, quickly become one of Alberto-Culver's best sellers. The company also introduced the same type of product for men, Alberto VO5 Mousse for Men. The company spent $5 million in measured advertising, according to Leading National Advertisers, for its largest product outlay in 1984 for women's mousse.

Other Alberto-Culver toiletries division products entering the heavily competitive 1984 haircare market as line extensions were Alberto VO5 shampoo with essence of citrus, for oily hair, and Alberto VO5 shampoo with essence of aloe, for dry or damaged hair. Also new in 1984 were additional formulas of Alberto VO5 shampoo, conditioner and spray for the 50 million U.S. women (60% of the population) with permed or colored hair.

Alberto-Culver's professional division introduced to the salon trade the new foam mousse product lines under the TRESemme label, including TCB mousse, one of the first hair styling foams for black consumers, and TRESemme TRES Gelee gel fixative to capitalize on popular shorter hair styles.

The household/grocery products division in 1984 built up its Mrs. Dash salt-free seasoner franchise by introducing Mrs. Dash steak sauce and Mrs. Dash crispy coating mix, both low-sodium products, and a reformulated Mrs. Dash seasoning with no garlic and 50% less pepper. Spending in measured media as a result increased 40.6% to $4.5 million, according to LNA. Measured spending for the remaining household/grocery products division—including Static Guard antistatic-cling spray, SugarTwin nonsugar sweetener, Baker's Joy antistick oil and flour spray for baking pans—remained unchanged as a whole.

In the international division, Alberto-Culver's major change was the acquisition of Indola. Alberto-Culver markets in more than 100 nations, but the Indola addition makes Europe the international division's No. 1 market.

Overseas product rollouts include the Indola mousse reformulated as a coloring agent, Alberto VO5 styling mousse and Alberto VO5 Alive coloring in the U.K., and styling mousse in Puerto Rico, Australia and Hong Kong.

Fastest growing of Alberto-Culver's 10 divisions is Sally Beauty Co., a chain of self-service wholesale beauty supply outlets located in shopping centers in the South. Since 1980 the number of these cash-and-carry shops catering to barbers and beauticians has grown from 39 to more than 200.

A major change in ad strategy during the year was moving Consort beauty products from wholesale houses into salons and barbershops. Bozell & Jacobs is handling creative work for the new retail promotion of Consort men's haircare products.

Other agency decisions for the year included moving creative for the household/grocery products division to Stern Walter/Earle Ludgin, Chicago. D'Arcy MacManus Masius formerly handled the account. Alberto-Culver also shifted TCB ethnic haircare from Proctor & Gardner Advertising, Chicago, to Uniworld Group, New York.

Alberto-Culver's subsidiary advertising agency, Draper Daniels Media Service, Chicago, continues to handle all media buying and planning for Alberto-Culver in addition to other clients. It is just one of the companies Leonard H. Lavin, chairman-president-ceo, has added to the company since he acquired Alberto-Culver in 1955 when annual sales were $368,000. Since then, Alberto-Culver has grown to include the John A. Frye Shoe Co., Marlborough, Mass., producer of high-quality boots and shoes; Phillippe of California, producer of fine-quality linen and leather handbags; Sally Beauty Co., Denton, Tex., wholesaler of professional beauty products, and Masury-Columbia, supplier of building-maintenance products and services.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,160.2	2,510.1
Network cable	38.2	182.6
Spot tv	5,147.1	3,634.1
Network tv	12,680.8	11,519.3
Spot radio	1,794.4	882.2
Outdoor	43.9	15.8
Total measured	22,864.6	18,744.1

ALBERTO-CULVER CO.
2525 Armitage Ave.
Melrose Park, Ill. 60160
(312) 450-3000

Marketing Personnel

Malcolm R. Lloyd, group vp
P. Douglas McAuley, vp-domestic toiletries div
Mark Bornstein, mktg dir-domestic toiletries div
Russ Appleyard, dir of mktg operations-domestic toiletries div
Thomas J. Guinan, vp-household/grocery products div
Ray Jones, group prod mgr-household/grocery products div
Henry Wittemann, vp-advertising services

Advertising Agencies

Bozell & Jacobs, Chicago—Alberto VO5 hot oil treatment, Alberto VO5 conditioning hairdressing, Alberto VO5 hair spray, Alberto VO5 shampoo, Alberto VO5 Hot Protein Pac conditioner, Consort hair spray, Consort men's haircare, Phillippe handbags, Frye boots, Handsewns accessories, VO5 instant conditioner—Steve Gross, mgmt super.

Stern Walters/Earle Ludgin, Chicago-FDS feminine deodorant spray, Baker's Joy baking spray, Static Guard antistatic spray, SugarTwin artificial sweetener—Scott Schiave, mgmt super.

Uniworld Group, New York-TCB ethnic haircare products for black and Hispanic markets—Byron Lewis, ceo.

American Dairy Assn.

Rosemont, Ill.

RANK 141

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	44.0	34.9	26.1
Net income	N/A	N/A	N/A
Advertising	29.1	23.9	21.7

American Dairy Assn., Rosemont, Ill., the nation's 141st largest advertiser, made its largest ever push to increase consumption of dairy products in 1984 by raising total measured spending to $29.1 million, 21.7% over 1983 levels.

Financed indirectly by dairy farmers' self-imposed assessment of 15-cents per hundredweight of milk produced, enacted in 1984, the ADA boosted total ad spending between 15% and 20% for the year. Although LNA-measured spending was $29.1 million, the ADA says it spent $42 million, a level it hopes to maintain in 1985.

Whether the ADA is able to maintain current spending depends on approval of a national referendum of dairy farmers in July and August to extend the promotional assessment indefinitely. The assessment produced $190 million for local and national advertising as of April 30, 1985. Of that, a third goes to the National Dairy Promotion & Research Board, Washington, and two-thirds to local dairy associations, which fund the ADA.

The ADA is the marketing and advertising arm of the United Dairy Industry Assn., also headquartered in Rosemont, a coalition of 21 member and 33 affiliated dairy farmers. The ADA, the dairy board and the California-Oregon-Washington Milk Advisory Board, in turn, coordinate their national ad efforts.

The bulk of the ADA's spending increases in 1984 were in spot tv for programs featuring cheese, butter and fluid milk in selected markets. The ADA reports spending $20 million in 1984 on spot tv for its "Milk's got more" theme, in addition to $5 million in spot radio. (Measured figures show a drop in spot radio to $3.1 million in 1984 from $4.8 million in 1983.)

The milk program targeted adults, ages 18 to 34, in five new commercials designed to persuade milk drinkers to consume more each day. Children 6 to 12 were targeted in three rock-video format commercials presenting milk as a drink that fits children's life styles. Dance numbers set to popular music showed an older boy urging young companions to "go for milk."

Cheese starred in four musical commercials with the theme "Make your meals sing with real cheese." Cheese received $7 million for network tv and $3 million for spot tv, the ADA says. "Cheese Jamboree," a fall promotion sponsored by the UDIA, the dairy board and various dairy groups, accounted for $3 million of the ADA's cheese budget. The jamboree theme was picked up by Nabisco Brands in its fall promotion for Premium crackers.

Butter took the spotlight in a new 30-second tv spot and in magazine ads with the theme: "America's coming home to the good taste of butter." The spots and ads showed butter's use in a home-cooked, family reunion meal. The ads reminded consumers of the superior flavor and natural goodness of real butter and were targeted at ages 20 to 49 with better than average incomes.

Butter advertising also is a part of the ADA's "REAL" Seal campaign, a certification program of food packagers, processors and retailers. In 1984, "REAL" Seal was budgeted for $4 million in spot tv and about $3 million in other media—spot radio, outdoor and magazines, the ADA says.

Tv and print ads featuring Vincent Price made up about $3.5 million of total "REAL" Seal spending. The ads reminded viewers that only "real" dairy foods have natural origins. The campaign had seasonal tie-ins with June Dairy Month, promotions for cheese, ice cream, cottage cheese and holiday food preparation.

The ADA also participated in cooperative promotional efforts with major food companies, including Nabisco, Nestle, Libby's, General Foods, Post and Hiram Walker.

In agency changes for 1984, TBWA gained ADA's butter account.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	2,300.0	1,000.0
Magazines	318.3	169.4
Spot tv	8,640.6	11,462.0
Network tv	13,792.2	4,531.9
Spot radio	3,103.6	4,834.3
Network radio	571.8	1,714.9
Outdoor	385.6	216.7
Total measured	29,112.1	23,929.2

AMERICAN DAIRY ASSN.
6300 N. River Rd.
Rosemont, Ill. 60018
(312) 696-1880

Marketing Personnel

Joe Kelsch, president, senior vp-mktg, United Dairy Ind. Assn.
Stephen Dohrmann, vp-mktg & planning
Grover Simpson, vp-mktg services
Jane Holmes, vp-dir food publicity
Donna Arcus, dir-adv services

Advertising Agencies

D'Arcy MacManus Masius, Chicago—fluid milk, cheese, REAL Seal, misc prod promos, such as ice cream, cottage cheese—Ben Bishop, senior vp-mgmt super; Bob Meuser, acct group super-dairy adv; Kim Gallagher, acct super-fluid milk, REAL Seal; Bruce Murdy, acct super-cheese; Dave Urbaniak, vp-acct group super-dairy, sales promo, field acct-operations.

Field account execs

Peter Bowers, West units
Andrea Dichter, Midwest units
Mark Ellis, Northeast units
Jeff Moore, Midwest units
Tina Demetris, acct exec-fluid milk, REAL Seal
Daryl Evans, field acct super-Southeast units
Irene Tee, Southeast units
Bill Danhoff, acct coord-field operations

Vickers & Benson/TBWA Advertising, New York, Chicago—butter—Jim Titus, senior vp; Len Hall, acct exec; Joan Franklin, media coord.

Norton & Associates, Chicago—food service programs—Dennis Kornaus, vp; Sharon Oldon, acct exec.

American Stores Co.

Salt Lake City, Utah

RANK 144

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	12,118.8	7,983.7	51.8
Net income	185.5	117.9	57.4
Advertising	28.3	20.2	40.1

The acquisition last year of Jewel Cos. has taught American Stores Co. how to take the bad with the good.

Within a year after acquiring Jewel, the normally low-profile American Stores found itself under intense media scrutiny when milk produced at a plant operated by its new Chicago subsidiary was linked to the largest salmonella outbreak in U.S. history.

The Salt Lake City-based food and drug retailer, known throughout the industry as a tight-lipped company that makes no apologies for its constant pursuit of profits, was forced to change its secretive ways.

James Henson, Jewel's president, went public in tv spots and print ads prepared by a team from Burson-Marsteller, Chicago, to assure consumers that all dairy products had been removed from the 217-store Jewel chain. The chain also contracted with another dairy supplier. Regular dairy product tv ads were yanked and other tv spots were moved away from news programs.

These were not the type of marketing decisions American Stores prefers to make.

The company ranked 144th among U.S. advertisers in 1984, spending $28.3 million in measured advertising. That amount, which represents an increase of 40.1% over 1983, was spent almost entirely on spot tv buys.

The acquisition of the Jewel chain accounted for the bulk of the increase in American Stores' sales. For the 53-week fiscal year that ended Feb. 2, the company reported sales of $12.1 billion, up from $8 billion in the previous year.

Net income was $185.5 million, up 57.3% from fiscal 1984.

To finance the $1.1 billion acquisition of Jewel, which was completed in November, American Stores divested several groups of stores.

In October, it sold 33 Alpha Beta grocery stores in Arizona for about $57 million. In November, it sold 11 Houston Sav-on drugstores for about $14 million.

In December it sold Rea & Derick, a drug chain, for about $90 million, and Jewel's 36.1% equity interest in Mexico's leading retailer, Aurrera, S.A. de C.V., for about $53 million. And in January, American Stores sold 22 Alpha Beta stores in California and related inventory and equipment for about $52 million.

The company also has sold Jewel's White Hen Pantry convenience store division and Park Corp., Jewel's manufacturing subsidiary. After all that activity, American Stores is left with 1,486 stores in 40 states.

The focus of the company's efforts now turns to creating a coast-to-coast drugstore chain, which will operate under the Osco Drug Co. name. This national network will consolidate three existing chains: Osco, Skaggs Drug Centers and Sav-on Drug.

The name change has begun with Skaggs units and when that is completed, Sav-on units will be renamed. As of May 31, there were 106 Skaggs and 176 Sav-on stores.

When the transition is completed—American Stores expects it to be done by yearend—there will be 648 Osco stores in more than 30 states.

The strategy behind the change is to develop a national umbrella from which American Stores can save money on advertising, purchasing and distribution.

The company believes the advantage of advertising the Osco name in conjunction with national name brands will serve as an incentive to manufacturers.

Over the longer term, the company intends to accelerate the development of larger units, both grocery stores and drugstores and combinations of the two.

On July 31, 1984, Thomas Field Jr. resigned as president of American Stores, Alpha Beta Co. and Skaggs Cos. Subsequently, three senior vps were named to a new office of the president: Victor Lund, financial accounting; Alan Stewart, human resouces, and Larry Hodges, merchandising and operations.

In other senior management developments, Joseph Bowman and Richard Gladden were named presidents of Skaggs and Alpha Beta, respectively. Lawrence Rogers was appointed president of Skaggs Alpha Beta, and Richard George, president of Osco Drug, was named to the additional post of president of Sav-on Drugs.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	0.0	19.5
Spot tv	26,762.8	17,872.0
Network tv	42.7	0.0
Spot radio	1,171.9	2,120.9
Outdoor	273.8	149.4
Total measured	28,251.2	20,161.8

AMERICAN STORES CO.
P.O. Box 27447
Salt Lake City, Utah 84127
(801) 539-0012

ACME MARKETS
Philadelphia, Pa.

Marketing Personnel

Thomas W. King, president-ceo
Dennis K. Eck, senior vp-mktg

Advertising Agency

Bozell & Jacobs, Union, N.J.—Acme Markets, Star Markets—Brian Haumersen, vp-mgmt super; Dick Berry, media planner; Ron Vrda, genl mgr.

ALPHA BETA CO.
La Habra, Cal.

Marketing Personnel

Richard Gladden, president
William Wade, senior vp-mktg
Terry Burnside, dir mktg-northern Cal.
Larry Cox, dir mktg-southern Cal.

Advertising Agency

Bozell & Jacobs, Los Angeles, Cal.—Alpha Beta Stores, Sav-On Drugs—Cindy Stalling, acct super; Richard Hamblin, president-Pacific div.

SKAGGS COS.
Salt Lake City, Utah

Marketing Personnel

Joseph Bowman, president
Warren Ivie, vp-adv
Afton Vanderlinden, dir adv productions

Advertising Agency

Bozell & Jacobs, Salt Lake City, Utah—Skaggs, Alpha Beta, Buttrey Food & Drug Stores, Skaggs Telecommunications Services Co.—Richard Hamblin, exec vp-dir retail div; Stan Merriman, senior vp-genl mgr.

JEWEL COS.
Chicago, Ill.

Marketing Personnel

James H. Henson, president
Marshall J. Collins, exec vp-stores
Philip Francis, vp-adv & nonperishable-merch
Robert A. Neslund, vp-mktg
Ronald W. Glass, vp-mktg-midwest stores
Jim Bach, dir-adv

Advertising Agencies

Bozell & Jacobs, Chicago, Ill.—Jewel Foods Stores, Osco Drugs—Mark Bean, vp-mgmt super.

OMAR, Chicago, Ill.—Spanish mkt—Marta Gerdes, acct super; Luis Salces, mktg & rsch dir; Paul Sierra, creative dir; Maggie Aguilar, media dir.

Proctor & Gardner, Chicago, Ill.—Black mkt—Barbara Proctor, president-ceo; Melody Bather-Gardner, vp-acct super; R. Weldon Woodruff, technical acct exec.

BUTTREY FOOD STORES
Great Falls, Mont.

Marketing Personnel

Ronald J. Floto, president
Eugene Koon, vp-sales & merch
Bob Bruskotter, dir-sales & adv

OSCO DRUG
Oakbrook, Ill.

Marketing Personnel

Richard E. George, president
Robert E. Braden, vp-adv
Haven Ready, vp-merch

The 100 leading national advertisers

American Brands
American Broadcasting Cos.
American Cyanamid
American Express Co.
American Home Products
American Honda Motor Co.
American Motors Corp.
American Telephone & Telegraph
AMR Corp.
Anheuser-Busch Cos.
Apple Computer
Batus
Bayer AG
Beatrice Cos.
Beecham Group plc
Bristol Myers Co.
Campbell Soup Co.
Canon Inc.
CBS Inc.
Chesebrough-Ponds
Chrysler Corp.
Clorox Co.
Coca-Cola Co.
Colgate-Palmolive Co.
Adolph Coors Co.
Cosmair
Cotter & Co.
CPC International
Dart & Kraft
Delta Air Lines
DuPont
Eastern Airlines
Eastman Kodak Co.
Ford Motor Co.
General Electric
General Foods Corp.
General Mills
General Motors Corp.
Gillette Co.
Goodyear Tire & Rubber Co.
GrandMet U.S.A.
Greyhound Corp.
GTE Corp.
Gulf & Western Industries
H.J. Heinz Co.
Hasbro Bradley
Hershey Foods Corp.
IC Industries
International Business Machines Corp.
ITT Corp.
Johnson & Johnson
S.C. Johnson & Sons
Kellogg Co.
Kimberly-Clark Corp.
K mart Corp.
Levi Strauss & Co.
Loews Corp.
Mars Inc.
Mattel
Mazda Motors of America
MCA Inc.
McDonald's Corp.
Mobil Corp.
Philip Morris Inc.
Nabisco Brands
Nestle Enterprises
Nissan Motor Co.
Noxell Corp.
J.C. Penney Co.
PepsiCo
Pfizer
Pillsbury Co.
Procter & Gamble Co.
Quaker Oats Co.
RCA Corp.
Ralston Purina Co.
Revlon
R.J. Reynolds Industries
Richardson-Vicks
Sara Lee Corp.
Schering-Plough Corp.
Jos. E. Seagram & Sons Co.
Sears, Roebuck & Co.
Sterling Drug Co.
Stroh Brewery Co.
Tandy Corp.
Time Inc.
Toyota Motor Sales, U.S.A.
Trans World Airlines
UAL Inc.
U.S. Government
Unilever U.S.
Union Carbide Corp.
Van Munching & Co.
Volkswagen of America
Warner Communications
Warner-Lambert Co.
Wendy's International
Wm. Wrigley Jr. Co.
Xerox Corp.

NOTE: These companies will be profiled in the Sept. 19, 1985, edition of Advertising Age's 100 leading national advertisers.

Media spending by the second 100

Rank		Company	Total measured advertising expenditures			Newspaper		Magazine		Network cable	
1984	1983		1984	1983	% chng	1984**	1983	1984	1983	1984	1983
101	123	Matsushita Electric Corp. of America	$42,572.5	$28,491.8	49.4	$1,817.6	$1,817.6	$18,690.3	$11,471.5	$646.9	$1,305.1
102	161	Hallmark Cards	40,333.0	21,074.4	91.4	0.0	0.0	11,047.7	508.8	83.2	173.0
103	117	Estee Lauder Inc.	39,600.6	31,575.1	25.4	3,307.2	3,307.2	15,572.9	10,285.1	0.0	2.3
104	107	Thompson Medical Co.	39,302.9	35,884.3	9.5	0.0	0.0	6,024.6	3,681.1	4,456.0	1,016.2
105	113	G.D. Searle & Co.	39,271.0	33,530.4	17.1	0.0	0.0	6,443.2	5,345.5	546.7	109.1
106	120	Dayton-Hudson Corp.	37,947.2	30,338.3	25.1	0.0	0.0	3,097.8	2,599.5	0.0	0.0
107	103	Mercedes-Benz of North America	37,940.1	39,036.2	(2.8)	6,594.9	6,594.9	14,404.3	14,180.4	271.7	148.4
108	129	Southland Corp.	37,027.5	27,509.9	34.6	0.0	0.0	794.2	285.5	17.7	11.2
109	126	Dow Chemical Co.	36,943.9	27,778.4	33.0	1,941.8	1,941.8	6,018.1	1,628.8	176.9	69.8
110	101	Jeffrey Martin Inc.	36,775.2	46,022.5	(20.1)	0.0	0.0	0.0	6.9	827.5	1,845.6
111	109	MCI Communications Corp.	36,034.1	34,627.7	4.2	0.0	0.0	2,519.1	1,833.1	0.0	0.7
112	132	Hattori Corp. of America	35,572.5	27,254.1	30.5	13,099.2	8,732.8	2,686.0	2,627.7	1,525.3	0.0
113	111	A.H. Robins Co.	35,544.0	33,819.4	5.1	0.0	0.0	3,228.5	3,603.8	84.5	525.4
114	186	Ciba-Geigy Corp.	35,303.5	17,630.9	100.2	0.0	0.0	4,659.4	1,358.3	13.8	0.0
115	142	Federal Express Corp.	34,866.9	24,274.8	43.6	0.0	0.0	3,051.8	1,429.9	710.5	0.8
116	84	Brown-Forman Distillers Corp.	34,667.5	39,835.2	(13.0)	3,840.5	3,840.5	18,477.1	20,875.8	0.0	13.4
117	162	Whirlpool Corp.	34,256.8	21,032.6	62.9	1,947.9	1,947.9	8,682.1	5,354.7	305.2	0.0
118	110	Commodore International	34,244.4	33,872.5	1.1	2,383.4	2,383.4	7,997.7	2,794.2	0.0	58.5
119	118	Triangle Publications	33,326.6	31,539.2	5.7	4,505.3	4,505.3	91.5	158.7	411.2	147.4
120	139	Helene Curtis Industries	33,265.7	25,128.4	32.4	0.0	0.0	1,637.1	0.0	0.0	0.0
121	104	20th Century-Fox Film Corp.	33,163.5	37,962.0	(12.6)	0.0	0.0	1,003.6	1,343.2	0.0	0.0
122	108	E&J Gallo Winery	32,887.7	34,817.2	(5.5)	0.0	0.0	746.6	2,355.0	0.0	0.0
123	171	Imasco U.S.A.	32,554.5	19,131.8	70.2	0.0	0.0	13.7	11.7	145.8	0.0
124	141	Household International	32,366.9	24,601.5	31.6	2,854.2	2,854.2	4,201.2	5,571.7	260.4	112.6
125	70	Sony Corp. of America	32,285.7	39,288.8	(17.8)	11,619.7	11,619.7	5,235.1	9,497.0	148.2	5.6
126	198	Citicorp	31,970.1	15,747.8	103.0	0.0	0.0	5,687.1	4,262.5	175.2	0.0
127	125	Tambrands	31,832.6	27,969.6	13.8	0.0	0.0	7,076.5	6,605.7	0.0	0.6
128	137	Rapid-American Corp.	31.284.9	25,940.5	20.6	4,427.2	4,427.2	12,095.9	14,977.9	455.8	15.3
129	112	Polaroid Corp.	31,260.2	33,802.1	(7.5)	1,923.1	1,923.1	6,746.0	4,638.1	887.3	0.0
130	N/A	State of Florida*	31,008.0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
131	133	Mennen Co.	30,971.4	27,248.3	13.7	0.0	0.0	2,448.5	1,491.6	609.3	359.3
132	144	Block Drug Co.	30,894.5	24,199.6	27.7	0.0	0.0	183.0	291.7	589.6	593.8
133	152	United Biscuits	30,748.0	22,630.1	35.9	0.0	0.0	1,106.8	1,497.1	0.0	55.4
134	121	Hiram Walker Resources	30,483.5	29,243.6	4.2	1,643.5	1,643.5	21,080.2	20,041.5	0.0	0.0
135	124	Federated Department Stores	30,279.0	28,364.6	6.7	0.0	0.0	2,748.0	2,385.9	0.0	0.0
136	131	North American Philips Corp.	29,965.6	27,280.8	9.8	0.0	0.0	8,962.4	2,475.4	682.0	478.2
137	163	MGM/UA Entertainment Co.	29,771.5	20,773.3	43.3	0.0	0.0	251.8	758.9	287.0	0.0
138	224	Black & Decker Corp.	29,533.7	12,505.9	136.2	0.0	0.0	8,221.0	1,579.6	391.9	157.7
139	136	National Distillers & Chemical Corp.	29,200.4	25,980.3	12.4	1,192.9	1,192.9	12,531.9	13,803.5	11.4	0.0
140	192	ConAgra	29,190.3	16,572.1	76.1	0.0	0.0	3,709.4	853.4	0.0	0.0
141	151	American Dairy Assn.	29,112.1	23,929.2	21.7	2,300.0	1,000.0	318.3	169.4	0.0	0.0
142	145	SmithKline Beckman Corp.	28,841.3	23,848.8	20.9	0.0	0.0	3,846.5	2,444.6	96.6	5.4
143	149	Scott Paper Co.	28,547.0	23,651.6	20.7	0.0	0.0	1,492.9	1,272.8	2.0	69.0
144	166	American Stores Co.	28,251.2	20,161.8	40.1	0.0	0.0	0.0	19.5	0.0	0.0
145	148	Borden	28,116.8	23,744.4	18.4	1,293.3	1,293.3	8,621.5	6,490.6	572.8	343.8
146	N/A	Southwestern Bell Corp.	27,877.8	N/A	N/A	0.0	N/A	783.4	N/A	0.0	N/A
147	172	MasterCard International	27,845.9	18,928.2	47.1	0.0	0.0	3,547.7	2,022.7	386.3	61.9
148	122	Pan American World Airways	27,644.3	28,526.8	(3.1)	19,202.2	19,202.2	3,868.5	2,846.0	63.5	186.5
149	167	Chevron Corp.	27,040.1	19,845.3	36.3	1,755.8	1,755.8	4,680.4	1,161.0	677.3	1.0
150	232	Shell Oil Co.	26,499.0	11,680.0	126.9	0.0	0.0	2,288.4	20.0	8.0	166.4
151	143	Reynolds Metal Co.	26,048.5	24,234.3	7.5	1,221.2	1,221.2	2,239.4	1,360.4	0.0	31.9
152	146	Subaru of America	25,997.2	23,813.6	9.2	2,692.2	2,692.2	4,557.0	3,291.5	264.7	340.1
153	138	Exxon Corp.	25,591.3	25,449.9	0.6	3,442.7	3,442.7	4,804.3	3,320.7	0.0	28.8
154	130	Prudential Insurance Co. of America	25,405.2	27,338.0	(7.1)	0.0	0.0	2,708.7	7,298.0	880.1	89.6
155	187	BMW of North America	25,371.2	17,507.8	44.9	4,760.5	4,760.5	9,013.5	6,558.8	116.6	108.7
156	157	Transworld Corp.	25,085.5	21,370.4	17.4	0.0	0.0	2,975.8	2,730.9	0.0	1.3
157	292	Revell	24,947.5	883.9	2,722.4	0.0	0.0	0.0	20.6	44.9	47.2
158	114	Chesapeake Financial Corp.	24,837.1	33,237.8	(25.3)	1,800.0	2,109.9	5.7	404.0	4.1	0.0
159	51	Texas Instruments	24,831.7	68,270.5	(63.6)	16,871.6	16,871.6	4,019.7	11,695.2	324.6	391.7
160	159	Safeway Stores	24,527.9	21,217.6	15.6	0.0	0.0	1,414.0	941.8	0.0	0.0
161	170	Geo. A. Hormel & Co.	24,448.0	19,185.9	27.4	4,388.5	4,388.5	4,651.0	4,324.9	0.0	0.0
162	180	Texaco	24,320.9	18,121.4	34.2	4,692.7	4,692.7	2,690.6	1,609.1	1.7	0.8
163	241	NCR Corp.	24,244.1	10,973.3	120.9	0.0	0.0	4,100.1	580.6	58.5	0.0
164	271	Wang Laboratories	24,035.5	8,450.2	184.4	0.0	0.0	3,466.6	1,965.4	367.1	126.6
165	182	Carter-Wallace	23,822.5	17,918.6	32.9	0.0	0.0	2,257.9	955.3	189.0	415.1
166	134	Republic Airlines	23,818.4	27,148.0	(12.3)	11,659.9	11,659.9	394.1	1,785.3	0.8	127.3
167	281	Castle & Cooke	23,734.0	7,825.2	203.3	0.0	0.0	3,897.8	3,191.7	293.2	50.5
168	153	Denny's Inc.	23,724.0	22,403.5	5.9	0.0	0.0	0.0	0.0	0.0	0.0
169	160	DeBeers Consolidated Mines	23,703.7	21,167.0	12.0	0.0	0.0	13,115.8	11,883.6	34.2	0.0
170	286	Atlantic Richfield Co.	23,538.5	6,861.2	243.1	0.0	0.0	534.4	287.4	9.0	14.1
171	263	Anderson, Clayton & Co.	23,449.3	9,069.1	158.6	0.0	0.0	4,993.9	1,413.6	596.8	0.0
172	205	Hewlett-Packard Co.	23,247.0	14,693.8	58.2	4,110.1	4,110.1	11,363.1	7,597.0	110.5	0.0
173	155	Sandoz	23,245.6	21,971.6	5.8	0.0	0.0	7,136.7	5,589.7	1.4	0.0
174	150	Lucky Stores	23,115.0	23,431.3	(1.3)	0.0	0.0	18.4	67.1	0.0	0.0
175	154	Kroger Co.	22,991.1	21,998.8	4.6	0.0	0.0	5.8	246.0	11.2	84.6
176	140	G. Heileman Brewing Co.	22,981.3	24,771.1	(7.2)	0.0	0.0	0.0	0.0	61.0	0.0
177	191	Texas Air Corp.	22,947.3	16,600.0	38.2	12,390.4	12,390.4	49.1	96.0	0.0	21.9
178	173	Alberto-Culver Co.	22,864.6	18,744.1	22.0	0.0	0.0	3,160.2	2,510.1	38.2	182.6
179	185	Volvo Cars N.A.	22,722.8	17,714.1	28.3	3,767.3	3,767.3	8,594.3	7,619.7	178.4	116.0
180	N/A	BellSouth Corp.	22,329.3	N/A	N/A	0.0	N/A	4,069.8	N/A	0.0	N/A
181	N/A	Pacific Telesis Group	22,184.5	N/A	N/A	0.0	N/A	4,143.7	N/A	0.0	N/A
182	188	Sharp Electronics Corp.	22,112.0	17,480.2	26.5	1,311.5	1,311.5	4,813.2	1,978.5	226.3	89.3
183	168	Cadbury Schweppes	21,986.7	19,696.0	11.6	0.0	0.0	2,687.7	1,886.8	125.9	10.0
184	98	Coleco Industries	21,679.2	46,256.5	(53.1)	272.5	272.5	1,242.8	1,773.9	101.6	384.1
185	212	May Department Stores	21,598.8	14,341.5	50.6	0.0	0.0	188.1	392.4	0.0	0.0
186	N/A	Atari Corp.	21,159.7	67,038.3	-68.5	N/A	N/A	2,052.6	5,894.4	80.2	471.0
187	183	Blue Bell Inc.	21,101.3	17,902.1	17.9	1,200.0	0.0	3,502.0	1,318.2	128.5	268.7
188	213	Visa International	21,039.7	14,313.1	47.0	0.0	0.0	6,232.5	3,198.8	254.7	226.8
189	189	F.W. Woolworth Co.	20,977.5	17,361.0	20.8	0.0	0.0	2,452.4	2,112.2	225.0	6.7
190	194	Marriott Corp.	20,756.1	16,410.3	26.5	0.0	0.0	1,855.4	1,895.3	0.0	17.6
191	179	Monsanto Co.	20,616.5	18,131.9	13.7	0.0	0.0	4,953.6	3,440.5	0.0	0.0
192	216	Walt Disney Productions	20,246.5	13,786.4	46.9	0.0	0.0	3,542.8	1,431.1	362.2	204.4
193	178	Jerrico Inc.	20,200.8	18,257.2	10.6	0.0	0.0	0.0	0.0	0.0	0.0
194	211	Amoco Corp.	20,078.5	14,381.1	39.6	0.0	0.0	3,366.7	698.6	6.2	0.0
195	196	Orion Pictures	20,057.9	15,836.0	26.7	0.0	0.0	760.8	477.2	82.6	182.2
196	229	Transamerica Corp.	20,043.3	12,184.9	64.5	3,141.9	3,141.9	4,212.2	3,860.8	149.8	46.7
197	N/A	NYNEX	20,011.1	0.0	N/A	0.0	N/A	3,775.3	N/A	0.0	N/A
198	249	Blue Cross & Blue Shield Assns.	19,984.6	10,300.0	94.0	0.0	0.0	1,053.9	661.3	0.0	0.0
199	233	Firestone Tire & Rubber Co.	19,881.5	11,659.8	70.5	0.0	0.0	3,796.0	2,387.6	413.4	491.0
200	184	Avon Products	19,821.5	17,781.9	11.5	0.0	0.0	4,051.9	4,702.6	0.0	3.0
		Total for Second 100	2,775,889.6	2,192,062.5	26.7	166,972.7	158,616.2	439,529.0	322,477.5	24,422.4	12,148.7

Source: See where Advertising Age got this data, Page 68.

*** Source: State of Flordia and its agencies**

leading national advertisers ($000)

Spot tv 1984	Spot tv 1983	Network tv 1984	Network tv 1983	Spot radio 1984	Spot radio 1983	Network radio 1984	Network radio 1983	Outdoor 1984	Outdoor 1983	Farm publications 1984	Farm publications 1983
$13,816.8	$8,738.0	$1,859.8	$1,404.7	$5,201.9	$2,415.4	$294.3	$1,202.2	$244.9	$137.3	$0.0	$0.0
1,387.6	1,381.4	27,812.9	18,668.2	1.6	66.7	0.0	276.3	0.0	0.0	0.0	0.0
19,927.8	17,413.7	0.0	0.0	793.1	566.8	0.0	0.0	0.4	0.0	0.0	0.0
9,812.5	5,501.5	18,485.0	25,685.5	524.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
875.3	6,553.7	30,566.3	20,257.3	0.0	353.4	837.4	911.0	2.1	0.4	0.0	0.0
31,076.4	24,936.9	0.0	0.0	3,604.2	2,566.5	0.0	0.0	168.8	235.4	0.0	0.0
486.5	2,299.1	13,818.0	13,677.1	2,354.2	2,136.3	0.0	0.0	10.5	0.0	0.0	0.0
14,054.0	13,001.8	8,669.3	1,560.3	12,479.4	12,479.4	0.0	0.0	1,012.9	171.7	0.0	0.0
2,878.3	1,036.2	22,673.8	19,628.5	891.2	600.4	103.9	430.8	2.7	5.0	2,257.2	2,437.1
5,484.0	7,087.5	21,518.2	15,351.7	0.0	0.0	8,945.5	21,730.8	0.0	0.0	0.0	0.0
32,829.3	29,259.9	0.0	1,710.9	714.6	1,743.1	0.0	0.0	21.1	80.0	0.0	0.0
17,753.9	12,796.8	426.6	3,049.3	0.0	0.0	0.0	0.0	81.5	47.5	0.0	0.0
27,869.8	26,303.6	3,845.0	3,234.7	324.7	0.0	0.0	0.0	0.0	0.0	191.5	151.9
5,012.9	4,585.9	18,310.4	5,570.7	643.2	528.6	34.0	0.0	0.0	0.0	6,629.8	5,587.4
6,959.0	2,765.5	23,674.8	20,005.3	448.4	41.7	0.0	0.0	22.4	31.6	0.0	0.0
4,085.9	4,667.2	3,209.5	2,835.1	0.0	1,421.1	0.0	0.0	5,054.5	6,182.1	0.0	0.0
1,030.6	953.2	14,377.1	12,768.9	1,788.8	0.0	2,477.0	0.0	3,648.1	7.9	0.0	0.0
1,446.4	806.4	22,407.3	26,600.4	9.6	1,229.6	0.0	0.0	0.0	0.0	0.0	0.0
21,613.9	21,423.6	30.0	0.0	1,447.0	2,727.7	5,227.7	2,576.5	0.0	0.0	0.0	0.0
969.6	731.6	30,606.9	24,388.5	51.9	8.3	0.0	0.0	0.2	0.0	0.0	0.0
8,722.9	10,977.7	22,019.8	24,266.3	441.9	1,035.5	652.8	122.8	322.5	216.5	0.0	0.0
1,312.6	2,836.6	30,614.5	28,798.3	0.0	313.1	0.0	0.0	214.0	514.2	0.0	0.0
23,760.2	18,457.8	6,990.3	0.0	0.0	0.0	0.0	0.0	1,644.3	662.3	0.0	0.0
20,228.6	12,762.0	4,724.8	2,879.0	35.4	68.8	0.0	0.0	62.3	353.2	0.0	0.0
7,474.7	9,775.5	7,316.3	8,087.7	486.0	290.6	0.0	0.0	5.7	12.7	0.0	0.0
20,495.1	8,092.8	3,845.1	3,131.7	1,558.4	191.7	0.0	0.0	209.2	69.1	0.0	0.0
1,094.8	1,547.6	22,643.6	19,815.7	38.8	0.0	978.9	0.0	0.0	0.0	0.0	0.0
6,046.4	2,448.7	4,506.8	0.0	39.0	0.0	0.0	0.0	3,713.8	4,071.4	0.0	0.0
2,980.1	999.4	17,336.9	25,855.6	1,386.8	385.9	0.0	0.0	0.0	0.0	0.0	0.0
3,478.0	N/A	10,556.0	N/A	15.4	N/A	0.0	N/A	0.0	N/A	0.0	N/A
1,559.6	103.7	26,342.2	25,293.7	11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8,465.9	6,154.2	19,524.1	15,630.7	2,131.9	1,529.2	0.0	0.0	0.0	0.0	0.0	0.0
8,779.5	5,607.6	20,861.7	15,442.3	0.0	27.7	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7,759.8	7,558.6	0.0	0.0
26,216.6	24,569.9	0.0	0.0	1,251.6	1,394.6	0.0	0.0	62.8	14.2	0.0	0.0
3,027.1	3,821.2	17,145.0	20,449.7	98.5	16.3	0.0	0.0	50.6	40.0	0.0	0.0
3,629.1	7,966.5	22,764.8	11,120.0	2,791.3	782.8	0.0	0.0	47.5	145.1	0.0	0.0
4,912.0	3,721.0	15,454.6	7,047.6	0.0	0.0	542.3	0.0	11.9	0.0	0.0	0.0
1,743.0	5,584.8	4,868.1	195.6	0.0	0.0	3,183.6	0.0	5,669.5	5,203.5	0.0	0.0
6,431.6	8,794.9	16,148.9	4,725.5	10.8	0.0	2,871.3	2,146.2	18.3	52.1	0.0	0.0
8,640.6	11,462.0	13,792.2	4,531.9	3,103.6	4,834.3	571.8	1,714.9	385.6	216.7	0.0	0.0
1,855.8	1,925.6	22,871.4	19,258.1	1.7	86.7	0.0	0.0	0.0	0.0	169.3	128.4
20,923.8	18,646.0	5,448.8	3,304.0	593.6	356.3	0.0	0.0	85.9	3.5	0.0	0.0
26,762.8	17,872.0	42.7	0.0	1,171.9	2,120.9	0.0	0.0	273.8	149.4	0.0	0.0
7,590.6	8,190.6	7,289.2	6,693.0	1,644.5	699.5	1,089.2	0.0	15.7	33.6	0.0	0.0
19,460.5	N/A	0.0	N/A	7,405.8	N/A	0.0	N/A	220.1	N/A	0.0	N/A
4,961.6	2,918.1	18,948.4	13,923.1	1.9	0.0	0.0	0.0	0.0	2.4	0.0	0.0
798.8	2,329.2	0.0	0.0	1,406.2	2,457.9	31.2	0.0	2,273.9	1,505.0	0.0	0.0
11,992.5	10,322.6	411.9	303.3	5,920.3	4,947.4	0.0	0.0	46.2	67.1	1,555.7	1,287.1
10,042.2	0.0	1,642.7	1,696.8	9,940.3	7,689.8	0.0	0.0	39.2	70.9	2,538.2	2,036.1
21,885.1	21,310.1	0.0	0.0	699.8	293.2	0.0	0.0	3.0	17.5	0.0	0.0
5,247.3	5,175.9	12,615.0	11,908.7	594.6	371.2	0.0	0.0	26.4	34.0	0.0	0.0
16,238.8	16,210.1	0.0	1,110.5	266.8	407.2	0.0	579.9	838.7	350.0	0.0	0.0
1,893.9	453.1	19,830.6	19,316.2	55.5	181.1	0.0	0.0	36.4	0.0	0.0	0.0
6,562.2	3,718.8	2,983.3	1,488.2	1,932.1	869.9	0.0	0.0	3.0	2.9	0.0	0.0
3,872.5	4,698.7	12,538.1	9,892.1	5,500.1	3,349.0	0.0	0.0	199.0	698.4	0.0	0.0
16,908.8	666.1	7,993.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
18,105.9	22,685.2	4,423.7	6,270.4	0.0	1,386.5	0.0	0.0	497.7	381.8	0.0	0.0
2,764.3	18,080.0	283.4	17,808.4	568.1	3,423.6	0.0	0.0	0.0	0.0	0.0	0.0
20,348.1	18,469.5	0.0	0.0	2,623.9	1,721.5	0.0	0.0	141.9	84.8	0.0	0.0
5,548.0	3,433.8	2,847.1	3,321.2	4,850.6	2,120.7	1,972.8	1,398.9	190.0	197.9	0.0	0.0
8,824.1	3,447.6	5,870.1	4,824.7	2,218.4	3,512.5	0.0	0.0	23.3	34.0	0.0	0.0
2,813.5	87.1	17,272.0	10,302.4	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0
4,507.6	1,909.6	14,740.4	4,329.3	953.8	119.3	0.0	0.0	0.0	0.0	0.0	0.0
4,339.8	2,756.2	17,033.4	13,792.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3,527.1	5,175.0	1,528.3	2,053.5	5,672.0	5,336.7	0.0	0.0	1,036.2	1,010.3	0.0	0.0
12,003.2	2,905.9	5,657.1	1,494.3	1,146.2	182.8	716.3	0.0	20.2	0.0	0.0	0.0
6,640.6	8,413.6	15,267.0	12,165.8	1,419.8	1,307.4	62.5	0.0	334.1	516.7	0.0	0.0
1,411.8	1,188.1	9,141.9	8,095.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10,437.9	4,080.2	10,020.0	182.4	2,536.4	2,229.7	0.0	0.0	0.8	67.4	0.0	0.0
8,575.1	1,282.7	9,279.9	5,913.2	3.6	453.0	0.0	0.0	0.0	6.6	0.0	0.0
5,307.6	2,373.8	2,328.4	0.0	26.1	612.9	0.0	0.0	1.2	0.0	0.0	0.0
3,325.3	6,033.4	12,631.4	10,261.1	5.4	0.0	0.0	0.0	145.4	87.4	0.0	0.0
20,237.8	19,244.4	0.0	0.0	2,771.3	4,068.1	0.0	0.0	87.5	51.7	0.0	0.0
22,703.6	19,609.0	0.0	0.0	11.1	1,379.5	0.0	0.0	259.4	679.7	0.0	0.0
11,187.3	12,225.6	3,793.5	4,602.8	6,483.3	5,983.9	0.0	0.0	1,456.2	1,958.8	0.0	0.0
2,133.3	1,026.7	0.0	0.0	7,729.3	2,537.2	0.0	0.0	645.2	527.8	0.0	0.0
5,147.1	3,634.1	12,680.8	11,519.3	1,794.4	882.2	0.0	0.0	43.9	15.8	0.0	0.0
6,975.6	4,274.5	331.7	225.3	2,875.5	1,704.3	0.0	0.0	0.0	7.0	0.0	0.0
12,699.3	N/A	0.0	N/A	5,507.0	N/A	0.0	N/A	53.2	N/A	0.0	N/A
17,494.6	N/A	0.0	N/A	545.8	N/A	0.0	N/A	0.4	N/A	0.0	N/A
1,139.2	1,604.7	14,229.7	12,309.9	0.0	0.0	0.0	0.0	392.1	186.3	0.0	0.0
7,970.1	7,342.7	10,999.2	9,660.2	27.5	24.7	89.3	672.7	87.0	98.9	0.0	0.0
13,651.3	14,331.3	4,600.4	29,488.5	1,810.6	6.2	0.0	0.0	0.0	0.0	0.0	0.0
16,382.7	13,460.7	2,618.7	352.5	403.1	111.1	0.0	0.0	6.2	24.8	0.0	0.0
937.0	9,641.1	18,027.5	50,035.4	0.0	14.2	62.4	972.6	0.0	9.6	0.0	0.0
1,920.1	1,375.0	12,223.1	13,095.5	1,515.7	1,551.7	514.4	290.1	97.5	2.9	0.0	0.0
0.7	263.7	14,550.1	8,729.1	0.0	553.3	0.0	1,331.8	1.7	9.6	0.0	0.0
12,950.0	10,497.5	143.2	1,030.6	5,206.9	3,714.0	0.0	0.0	0.0	0.0	0.0	0.0
13,197.3	10,278.1	87.8	38.0	4,873.1	3,545.3	0.0	0.0	742.5	636.0	0.0	0.0
4,639.6	3,527.6	0.0	921.5	1,477.9	1,203.3	520.0	700.0	29.0	50.8	8,996.4	8,288.2
12,096.4	6,464.7	3,686.9	4,848.1	471.0	809.4	0.0	0.0	87.2	28.7	0.0	0.0
19,951.3	18,091.7	0.0	0.0	98.9	130.7	0.0	0.0	150.6	34.8	0.0	0.0
11,587.1	12,055.9	0.0	0.0	4,619.1	1,264.0	0.0	0.0	499.4	362.6	0.0	0.0
4,754.0	2,961.1	13,160.3	10,946.4	1,300.2	922.8	0.0	346.3	0.0	0.0	0.0	0.0
845.0	406.2	11,642.6	2,956.5	2.7	145.5	0.0	1,585.2	49.1	42.1	0.0	0.0
14,536.2	N/A	0.0	N/A	1,654.4	N/A	0.0	N/A	45.2	N/A	0.0	N/A
8,106.6	7,546.8	3,831.0	0.0	5,702.7	2,091.9	1,062.3	0.0	228.1	0.0	0.0	0.0
3,159.0	4,081.8	12,152.7	4,622.7	334.4	41.7	0.0	0.0	26.0	35.0	0.0	0.0
369.4	307.3	14,491.2	12,618.7	10.4	150.3	898.2	0.0	0.4	0.0	0.0	0.0
931,818.8	734,425.6	951,381.2	751,342.0	163,892.5	118,813.3	33,739.1	38,016.4	41,895.8	36,106.6	22,338.1	19,916.2

**Newspaper figures for 1984 were not available. Where possible, updates were obtained from companies. Otherwise, 1983 figures were used.

Amoco Oil Co.
Chicago

RANK 194

($ figures = 000,000,000)

Worldwide	**1984**	**1983**	**% chg**
Sales	29.0	29.5	-1.6
Net income	2.2	1.9	16.9
U.S.			
Sales	23.0	23.4	-1.8
Operating profits	1.3	1.2	4.8
Advertising	0.020	0.014	39.6
Division sales			
Refined prods.	12.0	12.90	-6.9
Crude	8.4	8.5	1.2
Natural gas	2.5	2.3	10.4
Chemical prods.	2.8	2.9	-4.8
Metals/minerals	0.6	0.58	4.7
Other	0.8	0.65	26.7

Amoco Corp., Chicago, strengthened its position as a leading U.S. gasoline marketer in 1984 while simultaneously taking steps to streamline other operations by spinning off money-losing mining operations.

The nation's fifth largest oil company, which this year changed its corporate name from Standard Oil Co. (Indiana), spent $20.0 million in measured media advertising last year, a 39.6% increase from 1983, ranking it 194th among U.S. advertisers.

Amoco earned a record $2.2 billion in 1984, a 17% increase from 1983, despite continuing erosion in oil-industry prices. Those earnings came from total revenues of $29 billion, a 2% drop.

Worldwide earnings from Amoco Oil Co.'s refining, marketing and transportation activities were $123 million in 1984, more than quadrupling the $28 million earned a year earlier. The increase was partially because of a $53 million gain from the sale of Australian refining and marketing operations to a unit of British Petroleum.

Heavy competitive pressures from excess refining capacity and lower prices, however, caused a severe downturn in first-quarter 1985 earnings for the company's refining and marketing operations. The unit earned only $2 million in the quarter, compared with $22 million a year earlier. Earnings from U.S. oil exploration and production fell 16% to $243 million, while foreign activities in the same sector dropped 20% to $189 million in the quarter. Earnings from chemical operations dipped 17% to $49 million.

In part to offset impending hard times for gasoline marketers, Amoco continued to reduce the number of its low-volume service stations in its 33-state marketing area, while expanding the number of metropolitan Certicare auto-service centers by 25% to 500.

The company distributes petroleum products to 15,700 service stations, 4,400 of which it owns or leases. The total number of stations was reduced last year by 2,300. Most current outlets are operated by independent dealers.

In January, Amoco Oil will streamline over-all U.S. marketing operations by closing three regional and five district offices and creating East and West zones to replace several regional marketing entities.

The company's gasoline market share in its metropolitan retail areas increased to 14.4% in 1984 from 13.3% a year earlier, and it claims a leading 11.7% market share in the 33-state region, including Midwest, East and Southeast markets.

Amoco used direct-mail advertising to reach 7 million prospects in 1984, leading to an 800,000 expansion of its credit-card base. D'Arcy MacManus Masius, Chicago, has been Amoco Oil's agency of record for 30 years, and despite an informal review of other agencies last spring, marketing officials there insist no agency change is imminent.

A major yearlong tv and radio campaign using the tag line, "Your car knows" began in April.

D'Arcy's estimated $20 million in Amoco Oil advertising makes up the bulk of Amoco Corp.'s ad budget, and includes ads for gasoline, service stations, tires, batteries and accessories.

Amoco does almost no corporate advertising, except for a short-term campaign apprising customers and shareholders of its name change. The company's chemicals division received less than $1 million in measured media advertising support last year.

After selling its foreign oil interests to Standard Oil Co. (New Jersey)—now Exxon Corp.—in 1932, the company in the past two decades has begun quietly rebuilding its overseas oil business. Last year, for example, it acquired drilling rights for Burundi, Mozambique and Tanzania.

The company's unprofitable Cyprus Minerals Co. division will be spun off to Amoco shareholders July 1 in a tax-free distribution.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,366.7	698.6
Network cable	6.2	0.0
Spot tv	11,587.1	12,055.9
Spot radio	4,619.1	1,264.0
Outdoor	499.4	362.6
Total measured	20,078.5	14,381.1

AMOCO CORP.
200 E. Randolph Dr.
Chicago, Ill. 60601
(312) 856-6111
Marketing Personnel
S.G. Van Sickle, vp-mktg
J.A. Stitzell, dir-adv
Jerry Cooper, mgr-public affairs, planning & admin
Advertising Agencies
D'Arcy MacManus Masius, Chicago—corp adv—John Breen, acct group super.
Kobs & Brady Advertising, Chicago—direct mktg—Charles Angela, vp-mgmt super; Timothy Trott, acct super.
AMOCO CHEMICALS CORP.
Marketing Personnel
A.F. Kirchner Jr., senior vp-mktg
R.M. Winters, vp-mktg & chemical intermediates
Frank G. Andruso, vp-mktg-olefins & polymers
S.C. Schulert, dir-mktg communications
Advertising Agency
BBDM/Cunningham & Walsh, Chicago—chemical prods—Steve Jareo, acct mgr.

Anderson, Clayton & Co.
Houston

RANK 171

($ figures = 000,000)

Worldwide	**1984**	**1983**	**% chg**
Sales	1,524.5	1,390.4	9.6
Net income	38.5	21.6	77.8
U.S.			
Sales	897.4	780.9	14.9
Operating profits	47.2	39.3	20.1
Advertising	23.4	9.1	158.6

Anderson, Clayton & Co. took another step last month in bolstering its prosperous grocery products business by merging its Chiffon and Seven Seas brands into the newly formed Gaines Foods division.

The Houston-based company was the 171st largest U.S. advertiser in 1984 with total measured spending of $23.4 million, $19.1 million of which went to support Gaines and Gravy Train dog food brands acquired from General Foods in 1984. In 1983, Anderson, Clayton spent only $9.1 million in measured advertising, largely on its Igloo coolers and Seven Seas salad dressings.

The move to bring Chiffon and Seven Seas under the new grocery products umbrella bearing the Gaines Foods moniker consolidates all Anderson, Clayton's grocery products into a single unit. In 1984, Anderson, Clayton did not allocate monies for Chiffon in measured media, but backed Seven Seas with $2.4 million, nearly all in magazines, down 57.1% from 1983, and still short of the $3.5 million spent in 1982. Chiffon has received very little media support in the past few years.

By contrast, out of the $19.1 million in media spent by the Gaines division, $8.1 million went for network tv, $8.4 million for spot tv and $2.3 million for magazines. Gaines, while a division of General Foods in 1983, spent $9.9 million in measured media. Anderson, Clayton purchased Gaines, which had sales of about $300 million, on June 5, 1984, for $158 million cash.

As a result of moving Chiffon and Seven Seas to Gaines, the company split Gaines marketing into two groups: Foods, headed by Alan R. Koss, handling Chiffon and Seven Seas, and dog foods, headed by Bruce B. Bramen. Additional directors for dog foods include William C. Storey, logistics; Ralph D. Vogt, technical research, and Nancy Wong, marketing.

Both marketing groups report to Ralph L. Cobb, Gaines' president. Ernest E. Steinle directs sales for both divisions.

Gaines Foods, White Plains, N.Y., announced in late April, 1985, a switch in agencies for Gaines Burgers, Top Choice, Puppy Choice and Prime Variety soft-moist dog foods from Young & Rubicam, New York, to Benton & Bowles, New York. The change took effect in May, giving Benton & Bowles all Gaines dog food brands. The agency already handled Gravy Train and Cycle brand dog foods.

Y&R had been the agency for Gaines Burgers since the brand's inception in 1962 and for Top Choice over most of that brand's 19-year history. Benton & Bowles has been a Gaines agency for more than 30 years.

Anderson, Clayton recorded net income for the nine months ended March 31, 1985, of $13.1 million on sales of $1.39 billion. Sales for the fiscal year ended June 30, 1984, were $1.52 billion, up 9.6%, with net income of $38.5 million, up 78%.

In May, the company took a $10.8 million charge against third-quarter net income because of steep losses by its Ranger Insurance Co. affiliate. The charge resulted from increasing reserves for reinsurance losses due to heavy claims, lower interest income and a price war in commercial property and casualty insurance. Ranger had net losses in fiscal 1984 and 1983.

Considering Anderson, Clayton's recent problems in insurance and materials handling equipment, it is not surprising a pattern has developed of attempts to acquire profitable grocery product lines. In 1983, for example, the company bid $490 million for Norton Simon Inc., owner of Hunt-Wesson Foods and United Can. The bid failed when Norton Simon accepted an offer from Esmark, which later was acquired by Beatrice Cos.

In 1977, Anderson, Clayton bid on Gerber Products Co., a year after making a bid for Stokely-Van Camp. Both bids were rejected.

With Gaines firmly in hand, however, Anderson, Clayton executives say Gaines' experienced management and direct sales force fulfills a "real need" as it pursues the grocery products market.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	4,993.9	1,413.6
Network cable	596.8	0.0
Spot tv	8,575.1	1,282.7
Network tv	9,279.9	5,913.2
Spot radio	3.6	453.0
Outdoor	0.0	6.6
Total measured	23,449.3	9,069.1

ANDERSON, CLAYTON & CO.
Inter First Plaza
1100 Louisiana Ste. 3800
Houston, Tex. 77002
(713) 651-0641
GAINES FOODS
White Plains, N.Y.
Ralph Cobb, president, Gaines Foods
Bruce Bramen, dir-Gaines dog food bus. grp
Alan Koss, dir-foods bus. grp
Nancy Wong, mktg mgr-pet foods
Advertising Agencies
Bloom Cos., New York—Seven Seas, Chiffon—Jeff Fine, president; Steve McCloskey, senior vp-mgmt super; Nancy Rehling, vp-senior acct super.
Benton & Bowles, New York—pet foods including Gaines Burgers, Top Choice, Puppy Choice, Prime Variety, Cycle dog food—Mary Roche Garber, mgmt super; Carl Nichols, acct super; David Williamson, acct super; Lyman Casey, acct exec-Gravy Train; Andrea Cautela, acct exec-Cycle, Gravy Train.
IGLOO CORP.
Houston
Doug Grote, vp-mktg
Lee Steele, senior prod mgr
Jim Begley, creative services mgr
Advertising Agency
W.B. Doner, Houston—Igloo, Playmate, Tag-Along, Explorer ice coolers—Al Salter, exec vp, dir-operations; Jim Startz, senior acct exec; Jill Hoffman, acct exec.

Atari Corp.
Sunnyvale, Cal.

RANK 186

($ figures = 000,000)

Worldwide/U.S.	**1984**	**1983**	**% chg**
Sales	N/A	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	21.2	67.6	-68.6

Marketing and advertising in 1985 and beyond at Atari Corp. almost certainly will hinge on a key product, the 520ST home computer, designed to compete with Apple Computer's Macintosh at a third of the price. The Sunnyvale, Cal., marketer was the 186th largest U.S. advertiser in 1984 with $21.2 million in measured spending, off 68.5% from 1983.

Lately, Atari is producing as many questions as answers about its future in the troubled home computer market, following the announcement that the 520ST will not be available in the U.S. until July, 1985, three months later than originally intended.

The 520ST has the fancy graphics and easy-to-use features of a Macintosh, but it costs about $800, compared with the Macintosh, which goes for more than $2,000.

The new Atari unit is among the most highly touted machines. The product kicked off in Europe last month in order to test the waters in that less competitive market and build marketing foundation, a pattern Jack Tramiel, chairman, set while chief of Commodore International. U.S. distribution is expected to be in ComputerLand stores where the 520ST will compete directly with the more expensive IBM and Apple models.

Unlike Macintosh, the 520ST works in color, and analysts say it could be the machine that makes consumers excited about home computers again. Analysts say the low-end home computer market could use some help, especially after IBM's cancelation in 1985 of its PCjr.

Atari has a 16% share of the $6 billion home computer market dominated by Commodore (33%). Other leading players in the market are Tandy Corp.'s Radio Shack (18%) and Apple Computer (16%).

Strong sales of the 520ST could provide a much-needed boost in Atari's finances, which have been poor in recent years. While results of financial performance are not available from the privately held company, Mr. Tramiel has admitted to securities analysts that sales in Atari's current line are "very,

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Second 100 leading advertisers with U.S. sales

Primary business	Rank	Company	1984 U.S. adv. exp. ($000)	1984 U.S. sales ($000)	Adv. as % of U.S. sales	1984 worldwide sales ($000)	1984 worldwide earnings ($000)
FOOD	108	Southland Corp.	$37,027.5	N/A	N/A	$12,105,001.0	$160,252.0
	123	Imasco U.S.A.	32,554.5	$1,900,819.0	1.7	2,818,151.0	205,080.0
	133	United Biscuits	30,748.0	1,021.3	3.0	2,020.0	128.4
	140	ConAgra	29,190.3	3,301,524.0	0.9	3,301,524.0	65,208.0
	141	American Dairy Assn.	29,112.1	N/A	N/A	N/A	N/A
	144	American Stores Co.	28,251.2	12,118,793.0	0.2	12,118,793.0	185,525.0
	145	Borden	28,116.8	3,837,135.1	0.7	4,568,018.0	191,407.0
	158	Chesapeake Financial Corp.	24,837.1	N/A	N/A	N/A	N/A
	160	Safeway Stores	24,527.9	19,642,201.0	0.1	19,642,201.0	185,011.0
	161	Geo. A. Hormel & Co.	24,448.0	1,454,527.0	1.7	1,454,527.0	29,492.0
	167	Castle & Cooke	23,734.0	1,220,000.0	1.9	1,520,088.0	(76,667.0)
	168	Denny's Inc.	23,724.0	1,214,784.0	2.0	1,216,000.0	44,700.0
	171	Anderson, Clayton & Co.	23,449.3	897,382.0	2.6	1,524,541.0	38,508.0
	174	Lucky Stores	23,115.0	9,236,529.0	0.3	9,236,529.0	94,631.0
	175	Kroger Co.	25,143.6	15,900,000.0	0.2	15,900,000.0	156,600.0
	183	Cadbury Schweppes	21,986.7	669,416.4	3.3	2,777,113.9	49,861.9
	193	Jerrico Inc.	20,200.8	496,456.0	4.1	496,456.0	20,355.0
AUTOMOTIVE	107	Mercedes-Benz of North America	37,940.1	4,100,000.0	1.0	4,100,000.0	N/A
	152	Subaru of America	25,997.2	1,174,912.0	2.2	1,174,912.0	60,018.0
	155	BMW of North America	25,371.2	N/A	N/A	N/A	N/A
	179	Volvo Cars N.A.	22,722.8	N/A	N/A	N/A	N/A
	199	Firestone Tire & Rubber Co.	19,881.5	2,869,000.0	0.7	4,001,000.0	102,000.0
WINE, BEER & LIQUOR	116	Brown-Forman Distillers Corp.	34,667.5	1,146,343.0	3.0	1,146,343.0	73,554.0
	122	E&J Gallo Winery	32,887.7	N/A	N/A	N/A	N/A
	128	Rapid-American Corp.	31,284.9	N/A	N/A	1,815,899.0	8,356.0
	134	Hiram Walker Resources	30,483.5	914,940.0	3.3	2,867,280.0	191,100.0
	139	National Distillers & Chemical Corp.	29,200.4	2,182,700.0	1.3	2,244,900.0	51,400.0
	176	G. Heileman Brewing Co.	22,981.3	1,341,549.0	1.7	1,341,549.0	45,798.0
PETROLEUM & CHEMICALS	109	Dow Chemical Co.	36,943.9	5,293,000.0	0.7	11,418,000.0	585,000.0
	149	Chevron Corp.	27,040.1	18,701,000.0	0.1	27,830,000.0	1,534,000.0
	150	Shell Oil Co.	26,499.0	20,898,000.0	0.1	20,898,000.0	1,772,000.0
	153	Exxon Corp.	25,591.3	25,430,000.0	0.1	94,700,000.0	5,000,000.0
	162	Texaco	24,320.9	N/A	N/A	47,935,000.0	1,071,000.0
	170	Atlantic Richfield Co.	23,538.5	22,722,000.0	0.1	24,654,000.0	567,000.0
	191	Monsanto Co.	20,616.5	4,914,000.0	0.4	6,691,000.0	439,000.0
	194	Amoco Corp.	20,078.5	22,927,000.0	0.1	29,008,000.0	2,183,000.0
ELECTRONICS & APPLIANCES	101	Matsushita Electric Corp. of America	42,572.5	19,826,800.0	0.2	19,826,800.0	1,001,133.0
	112	Hattori Corp. of America	35,572.5	N/A	N/A	N/A	N/A
	117	Whirlpool Corp.	34,256.8	3,137,482.0	1.1	3,137,482.0	189,565.0
	118	Commodore International	34,244.4	761,200.0	4.5	1,267,200.0	143,800.0
	125	Sony Corp. of America	32,285.7	1,747,784.0	1.8	5,149,167.0	291,555.0
	138	Black & Decker Corp.	29,533.7	870,200.0	3.4	1,532,900.0	95,400.0
	136	North American Philips Corp.	29,965.6	4,325,900.0	0.7	4,325,900.0	130,500.0
	159	Texas Instruments	24,831.7	4,087,000.0	0.6	5,741,600.0	316,000.0
	163	NCR Corp.	24,244.1	2,255,573.0	1.1	4,074,327.0	342,640.0
	164	Wang Laboratories	24,035.5	1,555,200.0	1.5	2,184,700.0	210,200.0
	172	Hewlett-Packard Co.	23,247.0	3,527,000.0	0.7	6,044,000.0	665,000.0
	182	Sharp Electronics Corp.	22,112.0	N/A	N/A	4,561,848.0	170,717.0
	186	Atari Corp.	21,159.7	N/A	N/A	N/A	N/A
TOYS	157	Revell	24,947.5	40,000.0	62.4	40,000.0	N/A
	184	Coleco Industries	21,679.2	707,975.0	3.1	774,900.0	(79,800.0)
MISCELLANEOUS	102	Hallmark Cards	40,333.0	N/A	N/A	1,500,000.0	N/A
	115	Federal Express Corp.	34,866.9	1,436,305.0	2.4	1,436,305.0	115,430.0
	119	Triangle Publications	33,326.6	N/A	N/A	N/A	N/A
	129	Polaroid Corp.	31,260.2	743,500.0	4.2	1,271,500.0	25,700.0
	130	State of Florida	31,008.0	N/A	N/A	N/A	N/A
	143	Scott Paper Co.	28,547.0	2,536,558.0	1.1	2,847,300.0	187,921.0
	151	Reynolds Metal Co.	26,048.5	3,310,000.0	0.8	3,730,000.0	137,300.0
	156	Transworld Corp.	25,085.5	N/A	N/A	2,002,000.0	115,000.0
	169	DeBeers Consolidated Mines	23,703.7	N/A	N/A	1,613,000.0	166,000.0
	190	Marriott Corp.	20,756.1	3,326,837.0	0.6	3,524,937.0	139,765.0
AIRLINES	148	Pan American World Airways	27,644.3	1,039,431.0	2.7	3,684,838.0	(206,836.0)
	166	Republic Airlines	23,818.4	1,550,000.0	1.5	1,550,000.0	29,500.0
	177	Texas Air Corp.	22,947.3	1,371,702.0	1.7	1,371,702.0	50,337.0
FINANCIAL & INSURANCE	124	Household International	32,366.9	7,961,200.0	0.4	8,321,500.0	234,100.0
	126	Citicorp	31,970.1	3,657,000.0	0.9	6,619,000.0	890,000.0
	147	MasterCard International	27,845.9	N/A	N/A	101,688.0	(227.0)
	154	Prudential Insurance Co. of America	25,405.2	66,645,000.0	0.1	66,645,000.0	5,984,000.0
	188	Visa International	21,039.7	N/A	N/A	N/A	N/A
	196	Transamerica Corp.	20,043.3	4,922,000.0	0.4	5,399,103.0	171,548.0
	198	Blue Cross & Blue Shield Assns.	19,984.6	39,954,281.0	0.1	39,954,281.0	2,069,771.0
ENTERTAINMENT	121	20th Century-Fox Film Corp.	33,163.5	N/A	N/A	N/A	N/A
	137	MGM/UA Entertainment Co.	29,771.5	474,748.0	6.3	706,902.0	34,697.0
	192	Walt Disney Productions	20,246.5	1,507,060.0	1.3	1,655,977.0	97,844.0
	195	Orion Pictures Corp.	20,057.9	126,340.0	15.9	223,025.0	6,019.0
TELEPHONE SERVICE	111	MCI Communications Corp.	36,084.1	N/A	N/A	1,959,291.0	59,203.0
	146	Southwestern Bell Corp.	27,877.8	7,191,300.0	0.4	7,191,300.0	883,100.0
	180	BellSouth Corp.	22,329.3	9,519,000.0	0.2	9,519,000.0	1,257,000.0
	181	Pacific Telesis Group	22,184.5	7,824,300.0	0.3	7,824,300.0	870,000.0
	197	NYNEX	20,011.1	9,506,800.0	0.2	9,506,800.0	986,400.0
RETAIL	106	Dayton-Hudson Corp.	37,947.2	12,105,001.0	0.3	8,009,000.0	259,300.0
	135	Federated Department Stores	30,279.0	9,672,300.0	0.3	9,672,300.0	329,000.0
	185	May Department Stores	21,598.8	4,744,000.0	0.5	4,744,000.0	214,000.0
	187	Blue Bell Inc.	21,101.3	N/A	N/A	1,230,000.0	N/A
	189	F.W. Woolworth Co.	20,977.5	3,500,000.0	0.6	5,700,000.0	141,000.0
DRUGS	104	Thompson Medical Co.	39,302.9	189,804.0	20.7	197,244.6	21,207.5
	105	G.D. Searle & Co.	39,271.0	974,600.0	4.0	1,245,800.0	161,600.0
	110	Jeffrey Martin Inc.	36,775.2	N/A	N/A	58,540.0	5,676.0
	113	A.H. Robins Co.	35,544.0	490,400.0	7.2	631,900.0	461,600.0
	114	Ciba-Geigy Corp.	35,303.5	N/A	N/A	N/A	N/A
	132	Block Drug Co.	30,894.5	158,795.0	19.5	238,277.0	23,919.0
	142	SmithKline Beckman Corp.	28,841.3	2,098,300.0	1.4	2,949,200.0	503,600.0
	165	Carter-Wallace	23,822.5	251,789.0	9.5	323,051.0	18,444.0
	173	Sandoz	23,245.6	N/A	N/A	2,760,000.0	N/A
TOILETRIES & COSMETICS	103	Estee Lauder Inc.	39,600.6	N/A	N/A	N/A	N/A
	120	Helene Curtis Industries	33,265.7	370,300.0	9.0	370,300.0	2,700.0
	127	Tambrands	31,832.6	294,484.0	10.8	389,984.0	58,907.0
	131	Mennen Co.	30,971.4	N/A	N/A	150,000.0	N/A
	178	Alberto-Culver Co.	22,864.6	272,100.7	8.4	348,595.0	4,526.0
	200	Avon Products	19,821.5	2,086,100.0	1.0	3,141,300.0	181,700.0

Source: See where Advertising Age got this data, Page 68.
NOTE: Some private companies will not divulge sales figures.

very slow."

The company's XE mass-market product retailing for $149 has not been doing well, in fact, it may be phased out as the market builds for the 520ST.

Mr. Tramiel bought Atari from Warner Communications in 1984 after his ouster as ceo of Commodore International Ltd., West Chester, Pa. Warner retained a 32% stake in Atari, in a deal that involved no cash. Under Mr. Tramiel's guidance, however, Atari is being transformed into a company that barely resembles the former Warner unit.

Under Warner in 1983, $67.0 million in measured media was spent on Atari products. The major difference in spending in 1984 was in computer games and cartridges, which dropped from $49.5 million to $9.3 million in 1984, reflecting the depressed video games market. Most of the spending in both years was for network tv.

Mr. Tramiel has lured several key executives away from Commodore, and he is attempting to overhaul Atari's product line, which includes the Atari 600, Atari 800 and 800XL computers targeted at the low end of the market, educational and game software, and video systems that plug into the computers.

Network tv got $18 million of Atari's total measured spending in 1984; $5.7 million of the tv spending went for its combined video system and software, and $3.9 million for software. Atari software and game cartridges figured heavily in 1984 spending. Atari also spent about $1 million for spot tv and $2 million for magazines.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	2,052.6	5,894.4
Network cable	80.2	471.0
Spot tv	937.0	9,641.1
Network tv	18,027.5	50,035.4
Spot radio	0.0	14.2
Network radio	62.4	972.6
Outdoor	0.0	9.6
Total measured	21,159.7	76,038.3

ATARI CORP.
1265 Borregas Ave.
Sunnyvale, Cal. 94806
(408) 745-2000
ATARI GAMES CORP.
Marketing Personnel
Linda Benzler, prod mgr
Don Traeger, prod mgr
Mary Fujihara, dir-mktg research
Advertising Agency
(In-house)
ATARI PRODUCTS
Marketing Personnel
Jamie Copland, vp-mktg sales
Sig Schreyer, genl mgr
David Harris, exec vp-sales
Bryan Kerr, mktg mgr
Advertising Agency

Goodby, Berlin & Silverstein, San Francisco—Rebecca Holder, mgmt super, Andy Berlin, acct exec.

RANK
170

Atlantic Richfield Co.

Los Angeles

($ figures = 000,000,000)

Worldwide	1984	1983	% chg
Sales	24.7	24.9	-1.0
Net income	0.57	1.55	-63.4
U.S.			
Sales	22.7	23.1	-1.8
Operating profits	N/A	N/A	N/A
Advertising	0.024	0.007	243.1
Division sales			
Oil & gas	6.7	6.7	4.1
Minerals	0.39	0.39	0.8
Refining/mktg	19.9	20.5	3.2
Transportation	1.2	1.2	1.3
Chemicals	3.1	2.9	9.1
Other	0.023	0.011	109.1

A vast restructuring at Atlantic Richfield Co. in 1985, which involves a plan to sell or dispose of 2,000 service stations east of the Mississippi River, may dramatically change Arco's marketing efforts. Los Angeles-based Arco, the 170th largest U.S. advertiser in 1984, had total measured spending of $23.5 million, an increase of 243% over 1983.

As the nation's sixth largest oil company, Arco will own about 800 service stations and operate 1,200 leased dealer stations in the West after the restructuring, eliminating about 1,150 Arco-owned service stations and 870 dealer-owned and independent stations in the East. In addition, the company is attempting to sell its Philadelphia refinery, a sale that may be complicated by an overabundance of refining capacity in the U.S., where more than 100 refineries have been closed in the past five years.

Company executives say it is too early to determine the effect restructuring may have on ad spending. But in effect, it reverses the strategy that peaked in 1984 of building national brand recognition for Arco's gasoline and retail network.

In light of the changes, it is doubtful Arco will come close to maintaining its 1984 ad levels simply because of its greatly decreased market presence. For example, the company controls 7% of the retail gasoline market in New York state, 7% in New Jersey and 11% in Connecticut.

In addition, 1984 represented a break with ad spending patterns of previous years. Arco's 1984 measured spending for general petroleum product promotion included $10 million in network tv, an increase of 55 times over measured network tv spending of $182,000 in 1983.

Large spending increases also were measured in 1984 for spot tv ads featuring Arco gasoline and service stations, an increase of 155% to $10.4 million. Of the 1984 measured spending totals, $4.3 million was spot tv for dealer's service promotion, with an additional $4.3 million in spot tv for Arco's AM PM Mini Markets, and $1.2 million for MP&G Tune Up Centers.

For comparison, the largest measured spending categories in 1983 were $1.7 million in spot tv for gasoline and $1.2 million in measured spot tv for AM PM Mini-Markets.

The restructuring, analysts say, is intended to reduce Arco's overcapacity in gasoline refining and marketing, which had been eroding profit margins, and to rechannel company resources away from failed diversification efforts to improve both the bottom line and returns to shareholders. By allowing stock market values to rise to levels that more closely reflect the actual value of its assets, Arco becomes a less likely target for takeover, Wall Street analysts say.

News of the restructuring took the oil industry by surprise because, despite declining earnings, Atlantic Richfield was in sound financial shape. The company in 1984 recorded its second consecutive year of falling profits and revenues. Operating revenues totaled $24.6 billion, a decrease of 1% from 1983 and 6% from 1982. Net income in 1984 was $567 million, a decrease of 63% from 1983.

Net income in 1984, however, was affected by a $785 million writedown of Arco's remaining metals business and Anaconda Minerals Co. operations. Excluding the writedown, net income would have been $1.39 billion, a 12% decline from 1983.

In its restructuring, Atlantic Richfield Corp. is to undergo radical surgery in 1985, cutting away unprofitable mining and metals operations and stripping the company to its basics in oil and gas properties in Alaska, the Gulf of Mexico and western Texas.

As part of the plan, Arco announced plans to spend $4 billion through the end of 1986 on stock repurchases, stripped nearly $1 billion from planned exploration in 1985, and took $1.3 billion in 1985 writeoffs. The company also sold its huge Anaconda mining division, which lost $642 million between 1982 and 1984.

The $1.3 billion writedown includes divestiture of the gasoline stations and certain refining and petrochemicals operations, in addition to exploration property, and costs related to reducing its number of employes by 5,000 from the current figure of 39,500.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	534.4	287.4
Network cable	9.0	14.1
Spot tv	10,437.9	4,080.2
Network tv	10,020.0	182.4
Spot radio	2,536.4	2,229.7
Outdoor	0.8	67.4
Total measured	23,538.5	6,861.2

ATLANTIC RICHFIELD CORP. (ARCO)
515 S. Flower St.
Los Angeles, Cal. 90071
(213) 486-3511
ARCO PETROLEUM PRODUCTS CO.
Marketing Personnel
J.S. Morrison, pr
G.H. Babikian, senior vp-mktg
R. Moore, mgr-adv & sales promo
ARCO CHEMICAL CO.
Marketing Personnel
Harold A. Sorgenti, president
Jack Johnson, vp-mktg & intermediate-chemicals
Dennis Mulligan, mgr-adv
ARCO EXPLORATION CO.
Marketing Personnel
H.C. Jamison, pr
ARCO OIL & GAS CO.
Marketing Personnel
J.A. Middleton, president
ARCO INTL OIL & GAS CO.
Marketing Personnel
P. Ravesies, president
ARCO TRANSPORTATION CO.
Marketing Personnel
H.E. Bond, president
ANACONDA MINERALS CO.
Marketing Personnel
Curtis Burton, mgr-public affairs-Rocky Mountain region
PUBLIC AFFAIRS DIV.
Marketing Personnel
L.C. Bershon, mgr-corp adv
F.E. Laudonio, mgr-adv services
Steven J. Giovannucci, public affairs
Advertising Agencies

Foote, Cone & Belding, Los Angeles—Arco Corp.: Nancy Budd, senior vp-group mgmt dir; Craig Silver, acct dir; Betsy Seltzman, acct exec. Account management: Steve Blinn, mgmt dir; Steve Moses, acct dir; Gardner Stern, acct dir; John Prump, acct exec; Holly Washburn, acct sec. Media: Pam Lipschultz, senior vp media dir; Lynn Johnston, assoc media dir; Jan Wynn, Katie Lillard, media planners; Laura Larson, Denise Quon, asst media planner. Creative: Mike Wagman, Larry Tolpin, exec creative director; Mel Sant, art super; Tom Dunsmuir, senior copy writer; Daryl Shimazu, Jan Gurran, Tom Guttman, art dirs. Commercial production: Karen Linton, broadcast business affairs mgr.

DeVine & Partners, Norwell, Mass.—Tom DeVine, vp; Hugh DeVine, acct super; Kris Kuendig, acct super.

Lewis, Gilman & Kynett, Philadelphia—Phillip Peg, mgmt super; Robert Van Brott, acct super.

RANK
200

Avon Products

New York

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	3.141.3	3.126.7	0.5
Net income	181.7	172.9	5.1
U.S.			
Sales	2,086.1	2,122.1	-1.7
Operating profits	213.9	286.7	-25.4
Advertising	19.8	17.8	11.5

Although highly diversified Avon Products did not have the total sales it was calling for in 1984, the 200th largest U.S. advertiser in 1984 with measured media expenditures of $19.8 million, up 11.5% from 1983, did generate its first earnings increase in five years and is taking steps to develop a more compatible business mix.

Total 1984 revenues of $3.14 billion were less than 1% above the 1983 figure. But 1984 net earnings of $181.7 million were up 5%, the first such increase since 1979 and said to be about what management expected.

Avon, New York, is more than just a cosmetic company and far more than the popular picture of doorstep vending. It is a diversified international company with six areas of business, broadly described as cosmetics, fashion jewelry, apparel, healthcare products, specialty chemicals and home healthcare supplies.

It is this same diversity, though, that is seen by some observers as a problem as well as a boon—a problem when it has Avon selling Tiffany's fine jewelry and disparate products such as jelly beans; a boon when it brings to Avon a profit-making division such as the new Foster Medical division, which sells and rents medical equipment and supplies for home use, and a chief executive such as Hicks Waldron.

Mr. Waldron, Avon's chairman-ceo, came to the company in 1983 from R.J. Reynolds Industries where he was chairman-ceo of subsidiary Heublein Inc. as well as a Reynold's exec vp. In his view, Avon needs a lot more strategic planning: "We have to acquire and enter growth businesses because there is a significant gap between our corporate financial objectives and what we can realistically expect from our current businesses."

At the same time, Mr. Waldron says bolstering performance of Avon's U.S. beauty business is the company's No. 1 short-term priority. Some industry observers would agree, including Diane Mustain, who follows Avon for Duff & Phelps securities analyst:

"Supposedly Avon was undervalued in its important skincare area, and they realize this has been their best area. And they have been overpriced in their gift and decorative area, which is not so strong for them. They sold Tiffany because it was not their main marketing area. It was a misfit. Maybe they will sell their gift and decorative areas, too. Fashion jewelry also is questionable."

Like many of its fellow U.S. businesses, Avon has been adding and subtracting from its corporate corpus in recent years to get the right, profit-turning mix. In 1982, for $711.5 million, it bought Mallinckrodt Inc. of St. Louis, producer of chemicals for the healthcare and food-processing markets.

On May 30, 1984, Avon merged with Foster Medical Corp. In October, 1984, Avon sold Tiffany & Co. for $135.5 million in a leveraged buyout by Tiffany's management.

Advancing its main cosmetic and personal-care line, Avon introduced multiple new products this year, including Pure Care Line for sensitive skincare and makeup; Age Protection System, a broad-spectrum sun screen that contains a new ingredient; the Imari fragrance line, and the Colorsparks youth makeup line (both scheduled for September). New marketing approaches are expected to be a part of Avon's new product emphasis this year, including the use of a toll-free number in tv advertising.

Striking a balance may be needed in the new-product process.

"Avon has to rebuild consumer loyalty, making fewer changes in the product line. Let customers know they can expect to find some of the same old reliable products," Ms. Mustain says.

In addition to its U.S. sales, Avon does business in Canada, Mexico and the rest of Latin America, Europe, Africa, Asia and Australia. International operating profits were up 11%, although local currency sales increases of 1% in Europe and 6% in the Pacific turned into sales decreases when converted to dollars.

Avon now markets about 700 products in the U.S. and a less varied array in some overseas areas. Its 1984 worldwide budget in a varied menu of media and nonmedia advertising is up 27% to $23 million in 1984.

Always critical to its success has been its army of door-to-door vendors. Avon would like to have 600,000 of these field sales reps, but reportedly hasn't been able to hire more than 400,000 because of some familiar realities of 1984 life: The demand for higher pay and for fulltime work with benefits, and the movement of more women into the workplace. To counter this problem, Avon is said to be hiking representative pay. Avon's selling mode continues to be a problem in some overseas areas, particularly

Top 25 magazine advertisers by % change

of the second 100 leading national advertisers

Rank	Advertiser	Magazine ad expenditures ($000) 1984	1983	% chng	1984 as % of co.'s ad total
1	**Hallmark Cards**	11,047.7	508.8	2,071.3	27.4
2	**Black & Decker Corp.**	8,221.0	1,579.6	420.4	27.8
3	**Dow Chemical Co.**	6,018.1	1,628.8	269.5	16.3
4	**North American Philips Corp.**	8,962.4	2,475.4	262.1	29.9
5	**Commodore International**	7,997.7	2,794.2	186.2	23.4
6	**Visa International**	6,232.5	3,198.8	94.8	29.6
7	**Thompson Medical Co.**	6,024.6	3,681.1	63.7	15.3
8	**Matsushita Electric Corp. of America**	18,690.3	11,471.5	62.9	43.9
9	**Whirlpool Corp.**	8,682.1	5,354.7	62.1	25.3
10	**Estee Lauder Inc.**	15,572.9	10,285.1	51.4	39.3
11	**Hewlett-Packard Co.**	11,363.1	7,597.0	49.6	48.9
12	**Polaroid Corp.**	6,746.0	4,638.1	45.4	21.6
13	**BMW of North America**	9,013.5	6,558.8	37.4	35.5
14	**Citicorp**	5,687.1	4,262.5	33.4	17.8
15	**Borden**	8,621.5	6,490.6	32.8	30.7
16	**Sandoz**	7,136.7	5,589.7	27.7	30.7
17	**G.D. Searle & Co.**	6,443.2	5,345.5	20.5	16.4
18	**Volvo Cars N.A.**	8,594.3	7,619.7	12.8	37.8
19	**DeBeers Consolidated Mines**	13,115.8	11,883.6	10.4	55.3
20	**Tambrands**	7,076.5	6,605.7	7.1	22.2
21	**Hiram Walker Resources**	21,080.2	20,041.5	5.2	69.2
22	**Mercedes-Benz of North America**	14,404.3	14,180.4	1.6	38.0
23	**National Distillers & Chemical Corp.**	12,531.9	13,803.5	(9.2)	42.9
24	**Brown-Forman Distillers Corp.**	18,477.1	20,875.8	(11.5)	53.3
25	**Rapid-American Corp.**	12,095.9	14,977.9	(19.2)	38.7

Source: Leading National Advertisers (farm publications not included)

Northern Europe, where doorstep selling is not socially acceptable.

Avon markets its six lines of products and services through four main divisions:

Avon's beauty products division recorded 69% of the company's 1984 sales while experiencing a 1% dip in its divisional sales, compared with 1983. Of these sales, 22% are fragrances and bath products; 23% are makeup and skincare; 6% men's toiletries; 7% personal care, children's, and teen products, and 11%, fashion jewelry. Sales and operating profits rose 5% at the Mallinckrodt division that sells healthcare products. Foster Medical sales contributed only 3% of Avon's total, but its sales were up 25% and operating profits 73%. The fashion division, which primarily markets clothing by mail order, had increased sales of 29%, but operating profits dropped 75%, primarily because of capital investments and unexpectedly high order fulfillment costs.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	4,051.9	4,702.6
Network cable	0.0	3.0
Spot tv	369.4	307.3
Network tv	14,491.2	12,618.7
Spot radio	10.4	150.3
Network radio	898.2	0.0
Outdoor	0.4	0.0
Total measured	19,821.5	17,781.9

AVON PRODUCTS INC.
9 West 57th St.
New York, N.Y. 10019
(212) 546-6015

Marketing Personnel

Michael Hagerty, mktg dir, sales planning
James Klein, group prod dir-gifts
Philip Leahey, group prod dir-makeup
Kurt Sanger, group mktg dir-skincare
Madeline Accardi, group prod dir-jewelry
Judith Roche, group prod dir-fragrance, special markets.

Advertising Agencies

Ogilvy & Mather, New York—corporate image enhancement, network tv—Brendan Ryan, group dir; Sharon McGavin, mgmt super; Holly Brookstein, acct super.

N W Ayer, New York—recruiting, color promotions and special projects (Statue of Liberty)—Ruth Salevouris, senior vp, exec acct dir; Ken McCarven, vp-mgmt super.

BellSouth Corp.

Atlanta

RANK 180

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	9,519.0	10,724.0	N/A
Net income	1,257.0	1,372.0	N/A
Advertising	22.3	N/A	N/A

BellSouth Corp., Atlanta, is the 180th largest national advertiser, with $22.3 million in total measured ad spending in 1984, and constitutes the postdivestiture grouping of telephone companies providing Bell service from the Atlantic seaboard to Louisiana and from the Ohio River to the Gulf of Mexico.

Total revenues in 1984 were $9.5 billion, down 11% from predivestiture level in 1983, and net income was $1.26 billion, off 8% from 1983. Revenues dropped more than the company predicted and net income fell less than expected. Like all of the seven new regional Bell corporations, BellSouth consists of a corporate holding company, the telephone operating companies and additional subsidiaries.

BellSouth's two operating companies, Southern Bell and South Central Bell, are its biggest money makers, toting up more than 95% of corporate 1984 revenues. Viewed from another perspective, about 90% of BellSouth's 1984 revenues came from communications services and the balance from directory advertising and publishing, collection services, and renting its telecommunications shared network.

Advertising is handled separately for each of the operating companies and for BellSouth corporate, the latter totalling $4 million in measured and unmeasured spending, up 53.9%.

With assets of $23.7 billion and 13.6 million access lines, BellSouth is the largest of the seven new Bell Telephone regional companies. It is the 38th largest U.S. corporation in assets and 15th in net profits, according to *Fortune 500.*

A battery of new services is prime marketing material for BellSouth in 1984-85. Transtext, a new videotex system tested in Atlanta, lets residential subscribers with only a touchtone phone and standard tv set remotely control their home utility usage and take part in a range of other services such as electronic shopping, home banking, news and educational services, and household security.

On trial marketwide in Orlando, Fla., is the new TouchStar service, an enhanced type of custom-calling (also offered by Pennsylvania Bell) that gives customers eight special options. Among them: Block unwanted calls; redial busy numbers; choose calls the customer wants and selectively forward to another number; automatically make call traces; give an individualized ring to identify calls from specific numbers.

Both South Central Bell and Southern are offering two special services: MegaLink for high-speed simultaneous transmission of voice, data, facsimile and graphics; and SynchroNet for instantaneously transmitting digital data from one site to another. Working with Knight-Ridder Newspapers and AT&T in Miami, Southern Bell offered a "first" in its PulseLink service, which simultaneously carries voice and data on the same circuit, giving the customer both news and other information.

Working toward the modernization of its whole communications system, BellSouth has put the priority stamp on developing new fiber optic technologies, because the fiber cables carry higher signal loads on much smaller cables, cost less, reduce maintenance and eliminate the problems of electrical interference.

In the matter of giving federal court-mandated equal access to all common carriers—AT&T and its competitors for long-distance service—BellSouth is making progress. The divestiture decree requires that 33% of Bell's customers must have equal access by September, 1985, and a majority by September, 1986. BellSouth expects to give access to 54% by September, 1985. Specifically, two units, Southern Bell and South Central Bell, have taken steps to make it easier for customers to sign up a long-distance carrier by sending out a ballot listing the choices. Customers previously received information about the available choices but had to take other measures than a simple ballot to sign up.

With the fast growth of the Sunbelt, BellSouth sees a golden franchise for itself. While its two phone companies cover only about 47% of the land area in their region, they serve 70% of the nine-state population, including most of the South's fastest-growing metropolitan areas (229 other telephone companies serve the remaining territory).

The forerunner to BellSouth started as a single company 104 years ago and was later split into two enterprises, Southern Bell and South Central Bell. It now has a single corporate overseer again. Southern Bell does business in Florida, Georgia, North Carolina and South Carolina. South Central Bell serves Alabama, Kentucky, Louisiana, Mississippi and Tennessee.

BellSouth is organized into a parent holding company, two operating companies and three principal subsidiaries. The latter include BellSouth Advanced Systems, which markets phone equipment and services; BellSouth Advertising & Publishing Corp., which sells Yellow Pages advertising, and publishes 513 phone books in BellSouth territory, directories for rival phone companies in the Southeast U.S., and other specialized directories in the national market; and BellSouth Mobility, the cellular phone service operator in Miami, New Orleans, Atlanta and Louisville. By the end of 1985 it expects to be on-line with cellular in West Palm Beach, Orlando, Jacksonville, Nashville, Memphis, Chattanooga, Baton Rouge and Birmingham.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	4,069.8	N/A
Network cable	0.0	N/A
Spot tv	12,699.3	N/A
Network tv	0.0	N/A
Spot radio	5,507.0	N/A
Network radio	0.0	N/A
Outdoor	53.2	N/A
Total measured	22,329.3	[illegible]

BELLSOUTH CORP.
675 W. Peachtree St., N.E.
Atlanta, Ga. 30375
(404) 420-8600

Marketing Personnel

J.R. Gray, dir-corp info
M.T. Brandt, adv dir

Advertising Agency

Burton-Campbell, Atlanta—R.W. Scharbo, president, mgmt super; A.C. Burks, senior vp-acct group dir; E.D. Dreistadt, acct super.

SOUTHERN BELL

Marketing Personnel

D.B. Daves, vp-mktg
T.H. Lynn, adv mgr

Advertising Agency

Tucker Wayne & Co., Atlanta—S.L. Smith, exec vp-mgmt super; R.K. McReynolds, senior vp-acct super.

SOUTH CENTRAL BELL

Marketing Personnel

M.P. Greene, vp-mktg
J.E. Eberhart, adv mgr
F.H. Wiedmar, adv mgr

Advertising Agency

Luckie & Forney, Birmingham—F.M. Lee, president-mgmt super; M.T. Murphy, vp-acct super.

BELLSOUTH ADVERTISING & PUBLISHING CORP.

Marketing Personnel

M.T. Brandt, adv dir

Advertising Agency

Luckie & Forney, Birmingham—western div—F.M. Lee, president-mgmt super; J.E. Mizzell, acct super.

BELLSOUTH ADVANCED SYSTEMS

Marketing Personnel

R.D. Odom, options mgr-mktg
C.A. Wingo, adv mgr

Advertising Agency

Luckie & Forney, Birmingham—F.M. Lee, president-mgmt super; R.P. Grillo, acct super.

BELLSOUTH MOBILITY

Marketing Personnel

J.A. Thorpe, vp-mktg
D.J. Magraw, adv mgr

Advertising Agencies

J. Walter Thompson USA, Atlanta—K.A. McCormick, vp-acct group mgr; S.M. Ferguson, acct super.

Black & Decker Corp.

Towson, Md.

RANK 138

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	1,532.9	1,167.8	31.3
Net income	95.4	44.2	115.8
U.S.			
Sales	870.2	536.9	62.1
Operating profits	87.8	50.9	72.5
Advertising	29.5	12.5	136.2
Division sales			
Power tools	479.0	443.5	8.0
Accessories	151.1	155.5	-3.0
Outdoor tools	133.0	120.9	10.0
Home appliances	461.0	165.5	178.0
Professional tools	246.0	203.3	21.0
Service	93.0	87.7	6.0

Like a powerlifter preparing for a big heft, Black & Decker Corp. is positioning itself for growth by using its muscle and strategy.

The Towson, Md., company had impressive returns in 1984, accompanied by measured advertising spending of $29.5 million in 1984, ranking it the 138th largest national advertiser. Measured spending was up 136.2% over 1983.

Net earnings for the year leaped 116% to $95.4 million, following an almost $77 million loss for 1982. Total revenues rose 31%, to more than $1.5 billion in 1984. And for the first six months ended March 31, 1985, of the current fiscal year, revenues were up 34% to $906 million, although earnings fell 12% to $43.8 million.

Strategy at Black & Decker includes two main steps: Acquisition and innovation.

The company began its move in 1982 to concentrate on electrical appliances with the sale of its McCulloch chain saw business, a division in which losses had been mounting—after-tax losses in 1981 were $6.2 million, and in 1982, $23.3 million. By 1983, most of the assets of McCulloch had been sold.

During 1983, Black & Decker completed a worldwide corporate restructuring plan. Included were manufacturing reorganization (mostly in Europe), internal finance changes and management restructuring. In April, 1984, the company took a giant step forward by acquiring the General Electric housewares division for about $300 million. Included in this product group are toasters, ovens and appliances for beverage-making, food processing, personal care and garment care.

Other recent acquisitions also are expected to strengthen Black & Decker, each in a specific area:

Zenses, a German company acquired in 1983, produces power tool accessories that Black & Decker can use to broaden its markets. The purchase of Bayerisch Boherwerke (BBW) now allows Black & Decker to manufacture drill bits. Wanting to enter the fast-growing hobby tool market (20% to 30% annual growth rate), it purchased in 1984 the German Minicraft company, a hobby and precision-tool maker.

Buying some assets of Elu, a Swiss maker of quality power tools for the professional, Black & Decker can market routers and stationary miter saws, formerly a gap in the Black & Decker product line.

Most recently, the company made a strategic move in buying the assets of two "down under" appliance makers, Rank Electric Housewares Pty Ltd., Australia, and Rank Appliances New Zealand Ltd., both owned by Britain's Rank Organisation PLC. The new companies will give Black & Decker experience in manufacturing 240-volt electrical goods, because that is the standard service voltage in Australia and New Zealand. It is also standard in Europe, where Black & Decker plans major marketing.

Innovation is making the heart of this company beat faster today. Even without counting the former GE appliances, about one-third of 1984 sales came from products developed since 1979. Innovation is creating new products, reducing costs *and* producing profits.

Examples of Black & Decker innovation are the new lighter, smaller M47 tools and the cordless appliances. The tools' motor is only 1¾ ins. in diameter—25% smaller than standard, but delivering comparable power.

Cordless design, Black & Decker says, is an evolving technology. The company is working with battery makers toward improved designs. The goal is to produce and market tools and appliances that can be used widely by the homeowner and hobbyist, but also by the professional.

To support these production and marketing programs for its bigger household product line, Black & Decker entered fiscal 1985 saying it would launch "an unprecedented national advertising program" using print advertising to reach virtually every American household.

One source puts the total at $50 million. The stakes are high enough to warrant the cost. In 1983, GE estimated the year's total sales at $470 million for the housewares being sold to Black & Decker. And the Rank purchase may add $50 million to B&D houseware revenues.

Black & Decker wants its logo squarely on the new products it is promoting. By 1987, it will have replaced GE's monogram with its newly redesigned orange hexagonal logo, and the same changes will occur on other newly acquired product lines, although probably not on the Swiss Elu tools. Much of Elu's value to Black & Decker depends on its reputation in Europe.

To highlight the changes in its business, the company is dropping the "Manufacturing" tag in its name for a more streamlined corporate title—Black & Decker Corp.

Black & Decker operates in six product groups: consumer power tools, consumer accessories, outdoor, household, professional and service. The first four, grouped under the heading consumer products, make up 78% of Black & Decker's sales. Professional products account for 16%, and service (repair and maintenance of B&D products) accounts for 6%.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	8,221.0	1,579.6
Network cable	391.9	157.7
Spot tv	4,912.0	3,721.0
Network tv	15,454.6	7,047.6
Network radio	542.3	0.0
Outdoor	11.9	0.0
Total measured	29,533.7	12,505.9

BLACK & DECKER CORP.
701 E. Joppa Rd.
Towson, Md. 21204
(301) 583-3900

Marketing Personnel

Laurence J. Farley, president-ceo
John I. Leahy, senior-vp-mktg & prod devel
Kenneth E. Homa, vp-mktg, U.S. household prod
Ronald A. McDonald, vp-mktg, U.S. consumer power tools
Philip D. Ray, vp-mktg, U.S. professional prod
Russell Kennedy, dir of mktg, U.S. outdoor prod
Jerome Lindauer, dir of mktg, U.S. accessory prod

Advertising Agencies

Batten, Barton, Durstine & Osborn, New York—U.S. & Canada markets—Joseph Crowley, acct exec.

McCann-Erickson, New York—overseas—Michael Ferrier, acct exec.

Block Drug Co.

Jersey City, N.J.

RANK 132

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	238.3	219.0	8.8
Net income	23.9	21.3	12.5
U.S.			
Sales	158.8	140.8	12.8
Operating profits	23.2	19.2	21.0
Advertising	30.9	24.2	27.7
Division sales			
Dental	159.4	155.2	2.8
Consumer prods.	43.6	31.7	37.6
Pharmaceutical	35.3	32.1	10.0

Block Drug Co., which continued aggressive expansion of its products through internal development and acquisition, was the nation's 132nd leading advertiser in 1984 with measured spending of $30.9 million, up 27% over 1983.

The Jersey City, N.J.-based company is positioning itself in high growth areas of the hotly competitive consumer products arena, in addition to increased marketing emphasis on its successful dental care, oral hygiene and ethical pharmaceutical products.

Net income increased 12% to $23.9 million for fiscal 1984, ended March 31, 1984, on sales of $238 million, up 9% over 1983. Net income for the three quarters ended Dec. 31, 1984, was up 10% to $19.5 million on net sales of $188 million, up 6% from the corresponding period.

One of Block's most aggressive marketing thrusts in 1984 was $3.7 million in spending on network and spot tv for two products that it purchased from Flushco Inc., Passaic, N.J., including 2000 Flushes and Rainbowl 2000.

Block's entry in this $240 million automatic toilet bowl cleaner business has tough competition. R.T. French Co.'s Bully received $4.6 million in measured network and spot tv in 1984. Drackett's Vanish Bowl Brite received $4 million in measured network in 1984.

Bully and Vanish each hold more than 20% market shares, with most other brands trailing far behind.

The market does have strong smaller brands, however, such as Knomark's Ty-D-bol Double Action with $561,000 in measured spot tv in 1984. But there is room for growth in the automatic bowl cleaner segment, with projections that the category soon may top $350 million at retail.

Another key innovation in the company's proprietary consumer products was the introduction of Efficol Cough Whip. Measured media for Efficol in 1984 was $2.9 million, of which $2.3 million was network tv, and the rest spot tv and magazine.

Such spending is far behind the $11 million in spot tv A.H. Robins Co. spent for its Robitussin line of cough medicines. Robitussin advanced its leading market share in cough preparations in 1984 to 27.5%. Richardson-Vicks currently controls about 20% of the $300 million market for cough syrups, including its Formula 44D, the top-selling individual brand.

Block continued in 1984 with heavy network and spot tv support of its leading dental products, including its Polident line, which received $6.6 million in measured spending, $4.8 million of which was for Polident tablets, and $1.7 million for Polident Smokers denture cleaner.

This represented an increase of 22% for the line, and a 118% increase for the tablets over 1983 measured expenditures.

Unlike other Polident products, however, measured spending for the smokers denture cleaner dropped 53% in 1984. Smokers Polident has come up against heavy competition in the $100 million-plus category from Warner Lambert's Efferdent, with $7.2 million in measured tv spending, and Carter-Wallace's Pearl Drops Smokers tooth polish, with $4.5 million in measured spending, which was mostly in network tv.

Poligrip regular denture adhesive got $3.36 million in measured spending, up 3.4%, and the line of Dentu-Creme denture cleanser and toothpaste dropped 11.6% to $3.5 million.

Block's biggest advertised item is Tegrin medicated shampoo, which received $5 million in measured media, split between network and spot tv, down 6.6% from 1983. By 1987, shampoos could account for nearly one-third of total sales in the haircare product category, which by then is predicted to exceed $3.4 billion.

In the haircare products category, Tegrin will face heavy competition from Procter & Gamble, which already has a 22% share of the market with its Head & Shoulders, Prell and Pert brands.

Over-all, Block's outlays for network tv were up 25% in 1984, and spot tv, 37%.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	183.0	291.7
Network cable	589.6	593.8
Spot tv	8,465.9	6,154.2
Network tv	19,524.1	15,630.7
Spot radio	2,131.9	1,529.2
Total measured	30,894.5	24,199.6

BLOCK DRUG CO.
257 Cornelison Ave.
Jersey City, N.J. 07302
(201) 434-3000

Marketing Personnel

Donald Lesieur, exec vp-mktg
Peter Mann, senior vp-genl mgr-consumer prod div
John Perry, vp-mktg
Arthur Looney, vp-new prod
Mike Fink, vp-household prod
G. Andrew McMullen, vp-sales
James B. Purchell, vp-genl mgr-dental prod div
Ken Ballantyne, vp-mktg dental prod div
Edward Brady, vp-corp devel
Adam Kratochwill, dir-creative services
Avrum Geller, dir-mktg services

Advertising Agencies

Jordan, Case & McGrath, New York—TNT Insecticides, Dentrol Denture Adhesives, Nytol Sleep Aid—David Hauer, vp-acct exec.

The Bloom Agency, Dallas—B C Analgesic powders & tablets, Super Poli-grip denture adhesive—Paul MacMahon, president; Beth Mack, acct super.

Grey Advertising, New York—Polident powder & tablets, Smokers Polident, Tegrin medicated shampoo, Dentu-Creme, Dentu-Gel, Promise toothpaste, Dentrol Adhesive & new products—Jack Frantz, exec vp; George Ruthauser, acct super.

Oxtoby-Smith, New York—market research—Tom DuPont, acct dir.

Rosenfeld, Sirowitz & Lawson, New York—2000 flushes, Shower Dew—Ann Gary, acct super.

William Douglas McAdams Inc., New York—professional promotion of Mynol Dental prod, Polident denture cleanser, Poloris dental poultice, Pyco-Pay toothbrushes, Pycoprox, Sensodyne toothpaste, Wernet's denture adhesives, Wernet's Dentu Creme denture cleanser—Eugene Fine, mgmt super.

RANK
187

Blue Bell Inc.

Greensboro, N.C.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	N/A	1,229.0	N/A
Net income	N/A	47.6	N/A
U.S.			
Sales	N/A	991.5	N/A
Operating profits	N/A	117.1	N/A
Advertising	21.1	17.9	17.9

Management in 1984 took Blue Bell Inc. private as the company continued to fight a sluggish market, particularly for its Wrangler Brand division.

Product diversity has been Blue Bell's chief antidote for the slack in blue jean sales particularly affecting European operations where four plants were closed in 1984.

Greensboro, N.C.-based Blue Bell, the 187th largest advertiser with 1984 measured spending of $21.1 million, up 17.9% from 1983, makes products ranging from coveralls to bikinis, designer jeans to mountain gear. The company's marketing tactic is to play off media advertising with strong promotional activities.

Blue Bell is the No. 2 jeans marketer through its Wrangler Brands lines, a step ahead of BF Corp.'s Lee brand, but behind leader Levi Strauss & Co. More than half of Blue Bell revenues traditionally come from the Wrangler division, and about two-thirds of Wrangler still is jeans sales.

Sales in the Wrangler group in 1984 were expected to remain static, according to industry analysts. Blue Bell, which has shown virtually no movement in sales since 1979, is estimated to have recorded revenues of $1.2 billion in 1984.

During mid-1984, Levi Strauss presented its new $36 million jeans ad program, including highly stylized tv commercials that transported the viewer into a trend-setting world. Taking the lead, Wrangler dropped its Western-style commercials in the fall to pick up on an Indiana Jones theme telling viewers to "Live it to the limit in Wrangler." All network tv spending at Blue Bell supported Wrangler products and represented 57.8% of the company's total media tag.

Wrangler Brand division covers the waterfront with Rustler, a mass-market brand carried in discount outlets; Maverick, an alternative brand for the small independent retailer; Sedgefield, sold in upper-tier outlets, and Wrangler, which comes in many types.

Jantzen, another division, is a devotee of mixing media advertising and special event promotion. Its two divisions, men's and misses, are both promoting vigorously this spring and summer. Men's bikini swim trunks provided heavy co-op dollars for retailers in 26 U.S. cities to support spot tv. Sponsor advertisers such as Kamen Airway snorkel equipment, Nikon cameras, Heuer Swiss underwater watches and Dacor underwater gear tied in to promotional efforts.

A sweepstakes run in each of the markets from November, 1984, to mid-June, 1985, brought Jantzen men's division a 20% sales increase for the period, the company says.

Jantzen men's division also is conducting the National Fast-Serve Challenge to boost tennis wear sales in which customers compete for prizes in stores equipped with "Radar" fast-serve guns. Other sponsors include American Airlines, Donnay rackets, Converse Shoes, *Tennis* magazine and Wailea Resort in Hawaii.

Major promotion for Jantzen's misses division in the first half of 1985

MEN WHO DON'T WATCH TV WATCH ESPN.™

Nothing grabs a man's attention like ESPN. Certainly not the networks. Their share of the male audience has declined overall since 1979 (although you wouldn't know it by the 40% increase in network prime time rates).

For only 10% of your network budget ESPN will give you two upscale men for the price of one on the networks. ESPN has a male audience that's five million viewers strong everyday—in over thirty-four million households.

And the ESPN audience is a better buy because they buy more. In fact, they buy 46% more computers, 29% more cars, 26% more VCR's, 16% more wine, 15% more beer and 19% more major appliances compared to the U.S. average.

So if you want to reach these men more effectively, we'll show you how. We'll even have Nielsen tabulate your original network plan and compare it to a network/ESPN combination plan for any month representative of your annual network schedule.

What you'll discover is the most effective way to use your network budget.

Contact Jack Bonanni, VP Advertising Sales at (212) 661-6040. And put your money where your men are.

ESPN
THE TOTAL SPORTS NETWORK™

8994
F528
KILO
NYC

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is the "Come alive in Jantzen" advertising that includes a three-pronged, 10-week blitz, depicting six female swimsuited models. Circulars were first stuffed in store billings followed by two weeks of 30-second tv commercials showing models "coming alive from the direct mail pieces." Four weeks of outdoor boards capped the promo, concluding May 30.

Jantzen estimates it hyped sales 30% to 35%. Among media, Jantzen favors long-reach general magazines geared to a young, trendy audience, sports enthusiast titles, outdoor and newspaper co-op—misses spent about $1.2 million in the latter in 1984.

Blue Bell underwent a radical change in 1984, when its management took it private in a leveraged buyout. In a major staff change, David Boyd came from McCann-Erickson to become vp-mktg for Wrangler Brand.

The Blue Bell umbrella also encompasses JanSport, maker of sportswear; Red Kap Industries, maker of Red Kap uniforms sold to and rented out by laundries in particular, and Big Ben by Wrangler, which markets jeans to mass retailers.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,200.0	0.0
Magazines	3,502.0	1,308.2
Network cable	138.5	268.7
Spot tv	1,920.1	1,375.0
Network tv	12,223.1	13,095.5
Spot radio	1,515.7	1,951.7
Network radio	504.4	290.1
Outdoor	97.5	2.9
Total measured	21,101.3	17,902.1

BLUE BELL INC.
301 N. Elm St.
Greensboro, N.C. 27320
(912) 373-3400
Marketing Personnel

David Boyd, vp-adv & promo
Helen Zachar, dir-adv
William Green, dir-promo
David Allen, dir-special events
Craig Veasey, dir-retail adv
Charles Haugabrook, mgr-co-op adv

Advertising Agency

Dancer Fitzgerald Sample, New York—Wrangler Brands—Gary Hines, senior vp-mgmt super; William Hartnett, vp-acct super; Donald Carlin, acct exec; David Sherman, asst acct exec.

RED KAP INDUSTRIES
Marketing Personnel

Gilbert Karcher, senior vp-mktg
Barbara King, dir, mktg communications
Richard Butler, adv mgr-Red Kap line
Kim Zandt, adv mgr-Big Ben by Wrangler

Advertising Agency

Bill Hudson & Associates, Nashville—Michael McCrickard, acct super; Susan Andrews, pr-acct super.

JANTZEN INC.
Marketing Personnel

Robert Wirtz, adv & sales promo mgr-misses div
Roger Yost, adv & sales promo mgr-men's div

Advertising Agency

The Jantzen Ad Department Inc., Portland, Ore.—Jantzen mktg mgrs are acct execs.

JANSPORT
Marketing Personnel

James Salzenstein, vp-mktg
Skip Yowell, merch mgr-equipment & apparel

Advertising Agency

Janklow & Bender, New York—Joyce Crawford, acct exec.

Blue Cross & Blue Shield Assns. RANK **198**
Chicago

($ figures – 000,000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	40.0	37.6	6.2
Net income	2.1	1.2	79.0
Advertising	0.02	0.01	94.0

The Blue Cross & Blue Shield Assns., Chicago, was the 198th largest advertiser in 1984, spending $19.9 million in measured ad spending, up 94% from 1983. Spot tv accounted for $8.3 million and network tv $3.8 million, mainly to encourage membership in local plans.

The jump in media spending is partly the result of stepped up joint ad efforts. Blue Cross & Blue Shield Assns. joined together in September, 1984, with local Blue Cross & Blue Shield plans to launch advertising bearing their first cooperative ad theme "Carry the caring card." The theme is being used in national and local advertising. In May, 1985, the national association and local plans broke a new campaign on "Managing the new healthcare," a series of educational print and tv ads targeted at presenting issues and options in healthcare to business decision-makers.

Blue Cross & Blue Shield Assns. are the names and symbols used by the 88 local, nonprofit community service organizations called Blue Cross & Blue Shield Plans, which contract with hospitals, physicians and healthcare organizations to provide prepaid healthcare to subscribers in the $400 billion health care industry.

Although they formed an association, sharing administrative costs and offices, Blue Cross & Blue Shield on the local level sometimes separate legal entities. The association is a nationwide federation of locally governed, autonomous corporations, each operating under state law as a nonprofit service organization. The association is needed, among other reasons, to create and place national advertising, and to coordinate insurance coverage in cases where group membership in the local plans crosses regional boundaries.

There are 66 Blue Cross and 66 Blue Shield plans nationwide, but because some are joint plans, the association is made up of 88 units. It is these local plans that footed the bill for national advertising in 1984 through contributions based on subscription volume. Each plan pays for its own local advertising. While the ad spending was allocated primarily to spot and network tv, local plans in 1984 also spent a measured total of $5.7 million for spot radio, up 63% over 1983, while the national association spent $1.1 million for network radio. There were no measured expenditures for network radio in 1983.

Blue Cross plans were founded primarily to cover hospital expenses, but in recent years have expanded coverage into outpatient care, other institutional services and homecare. Blue Shield plans were established primarily to cover physicians' services, although they too have expanded into other benefits, such as dental, vision and outpatient care.

The nationwide subscription income for the 88 plans in 1984 was $39.9 billion, up 6% over 1983. Claims expense in 1984 was $35.7 billion, an increase of 3% over the previous year. Operating expenses increased marginally. Net income was $2.69 billion, up 44% over 1983 income. A large portion of net income is used as a reserve against claims.

Reasons for the improved bottom line in 1984 were marketing efforts by Blue Cross & Blue Shield to promote membership in programs designed to control claims expense. In recent years, the national association has created various plans that encourage greater use of hospital outpatient services, preferred provider arrangements (PPAs) and health maintenance organizations.

PPAs provide incentives, by paying 100% of costs, for subscribers who use hospitals deemed by local Blue Cross plans to be cost-effective. Subscribers could pay up to 20% of costs when using nonpreferred hospitals. The first PPA contract was signed in 1982; however, most PPA activity took place in 1984. Thirty Blue Cross plans now have preferred provider arrangements.

Much of Blue Cross & Blue Shield's local advertising focused in 1984 on encouraging greater use of HMOs, which provide prepaid medical care for all health needs, including routine doctor visits. A total of 66 HMOs now are available through 45 Blue Cross & Blue Shield plans.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	1,053.9	661.3
Spot tv	8,306.6	7,546.8
Network tv	3,826.0	0.0
Spot radio	5,702.7	2,091.9
Network radio	1,062.3	0.0
Outdoor	228.1	0.0
Total measured	19,954.6	10,300.0

BLUE CROSS & BLUE SHIELD ASSNS.
676 N. St. Clair St.
Chicago, Ill. 60611
(312) 440-6000
Marketing Personnel

Duane R. Carlsen, vp-communications
Thomas Mora Sr., consultant-communications

Advertising Agency

HCM, Chicago—Laurel Burr, senior vp-mgmt super; Andrew Taylor, acct super; Dale Landsman, exec creative dir; Jim Hyman, creative dir.

BMW of North America RANK **155**
Montvale, N.J.

($ figures – 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	N/A	5,025.4	N/A
Net income	N/A	N/A	N/A
Advertising	25.3	17.5	44.9

BMW of North America spent $25.3 million in 1984 in measured media advertising for automobiles and motorcycles, making the Montvale, N.J.-based company the 155th largest national advertiser.

The rise in unit sales accompanied the 44.9% increase in measured ad spending from 1983. Sales climbed from 59,200 units in 1983 to 70,898 in 1984. A 14% increase anticipated for 1985 will put annual sales at or exceeding the 80,000 mark for BMW, which is fast becoming a symbol of "attainment" for many young professionals willing to pay between $16,430 and $41,315 for the satisfaction of arriving automotively.

While sales have increased an impressive 400% in its decade of marketing in the U.S., BMW probably has captured a share of the mind that is totally out of proportion to its share of market.

BMW's share of the luxury performance market, shared with Mercedes, Audi, Jaguar, Saab, Volvo and Porsche is 18%.

Importer BMW of North America is one of 17 foreign subsidiaries of parent company Bavarian Motor Works or Bayerische Motoren Werke AG in Munich. The U.S. is now the best foreign market for BMW. U.S. unit sales of 60,000 for 1983, for example, compared with 33,100 in France, 25,200 in the U.K., 14,800 in the Netherlands, 29,800 in Italy and 11,000 in Switzerland.

Marketing strategy for BMW in the U.S. has centered on "The ultimate driving machine" theme developed by BMW in the mid-1970s. Campaign emphasis is twofold: BMW is an alternative to the superficial opulence of large, so-called luxury cars, seeking coexistence with other expensive performance makes.

From BMW Munich's 17 models in four series, BMW Montvale sells seven models for U.S. consumers. Fewer models are available in the U.S. because of U.S. government mechanical regulations and BMW's own limited distribution capabilities. The motorcycle array is seven models of the eight produced in Germany, excluding only the smallest.

During 1985, auto marketing emphasis is shifting more to models priced about $25,000, according to Gunter Kramer, chairman-president, BMW of North America. BMW set the precedent for that shift by placing heavy advertising in 1984 on the less-pricey cars, such as the two-door 325e, a $20,970 car at retail that attracted $5.5 million in media spending in magazines and network and spot tv—the media mix for virtually all BMW cars.

That media allotment, however, was the second highest among the BMW cars, as the biggest expenditure of $6.8 million went for the 735i, a pricey four-door retailing at $36,800.

Prices for the more expensive models are increasing slightly. Prices of the less costly cars will stay the same, except that some formerly optional equipment is now standard.

The 535i four-door sedan has increased 2% to $30,760 in 1985; the 735i is up 1% to $36,880; the 635si is up 1% to $41,315. Prices are the same for the two-door 318i at $16,430, the four-door 528e at $24,565, and the two-door 325e.

Motorcycle prices range from $3,700 to $7,500.

A new car model scheduled for the first half of 1985 is the 524td, with six-cylinder turbocharge diesel power.

U.S. sales now account for about half the production capacity of 160,000-plus at the BMW factories in West Germany. BMW has set up major facilities across the U.S. and runs dealer services out of seven regional offices in Montvale; Atlanta; Reston, Va.; Chicago; Dallas; Los Angeles, and San Francisco. It distributes parts from centers in California, New Jersey and Texas.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	4,760.5	4,760.5
Magazines	9,013.5	6,558.8
Network cable	116.6	108.7
Spot tv	6,562.2	3,718.8
Network tv	2,983.3	1,488.2
Spot radio	1,932.1	869.9
Outdoor	3.0	2.9
Total measured	25,371.2	17,507.8

BMW OF NORTH AMERICA
Montvale, N.J. 07645
(201) 573-2109
Marketing Personnel

Hans Riedel, vp-mktg group
Carl Flesher, genl mgr-mktg strategies
Brian Richardson, mktg communications mgr
John Mitchell, dealer mktg mgr

Advertising Agency

Ammirati & Puris, New York—automobiles and motorcycles—Ralph Ammirati, chairman; Martin Puris, ceo; Edward Vick, coo; Duncan Pollock, Robert Burden, senior vp-mgmt supers; Robert Schultz, Bruce Buchanan, vp-acct supers; Ray Raber, vp-acct super-promo; Ted Hazard, exec vp; Michael Kennedy, acct super; Marilyn Crivello, senior acct exec-promo; Jenny Leahy, Clay Dedeaux, Robert Heissner, Henry Statts, Barry Wodd, acct execs.

Borden RANK **145**
New York

($ figures – 000,000)

Worldwide	1984	1983	% chg
Sales	4,568.0	4,264.8	7.1
Net income	191.4	189.1	1.2
U.S.			
Sales	3,837.1	3,539.8	8.4
Operating profits	155.0	149.4	3.8
Advertising	28.1	23.7	18.4

Borden, which is focusing on reducing marketing expenses, was the 145th largest U.S. advertiser in 1984, with $28.1 million in measured spending, up 18.4% over 1983.

The Columbus, O.-based company, with executive offices in New York, in 1984 announced its plan to pursue distinctive patentable processes and products that would provide more marketing lead time.

Borden spent $252 million in 1984 on advertising and promotion, largely unmeasured media, an increase of 15% over 1983. Of the total, the company says advertising in all forms amounted to $65 million in 1984, up 12% over 1983.

Borden had net income in 1984 of $191 million, an increase of 1.2% over the previous year, on net revenue of $4.57 billion, up 7.1%. First-quarter 1985 profit rose 2.6% to $34.8 million on sales of $1.08 billion, a decline of 0.7% compared with the same period in 1984.

Most of the 1984 spending was for Borden's consumer products division, which brought in 64% of total sales, but spent 90% of the ad and promotion budget, nearly $228 million.

Borden's consumer products division is made up of two units, snacks/dairy foods and grocery/specialty products. Snacks/dairy accounted for 45% of the division's $220 million in 1984 operating income, with grocery and specialty products accounting for 55%.

Dairy is the largest unit accounting for nearly $1.2 billion in 1984 sales, and the unit is expected to increase in importance. In 1984, for the first time in 20 years, per capita consumption of whole milk increased, reflecting growth in the number of children aged 7 to 12. That age group is expected to increase 1% a year through 1995.

Grocery and specialty products is where Borden is throwing its heaviest ad weight. Items such as Cracker Jack popping corn in 1984 received $1.7 million in network tv and $865,000 in magazine.

Sugar-free beverage mixes received heavy spending in 1984 for network and spot tv, including Lite-Line with $2.6 million, and Wyler's, with $1.6 million. In frozen desserts, Borden put $2.6 million in magazines to promote its new ice cream made with its Eagle brand sweetened condensed milk. The company is testing flavored milk and other products in aseptic packaging.

In snack foods, Borden is No. 2 nationally, but still has only one-fourth of the dollar sales of Dallas-based Frito-Lay. Borden reaches 73% of the U.S. population with products under seven brand names. Borden's $376 million in snack food sales in 1984 is up 120% since 1979 and accounts for 12% of the consumer products division sales, compared with 7% in 1979.

On this front, Borden is on the attack. An example is Borden's Cottage Fries, similar to Frito-Lay's O'Grady's potato chips, both introduced in 1984. Although Borden's ad spending for Cottage Fries is a fraction of Frito-Lay's for O'Grady's, the products are generating similar sales even though Borden's has yet to reach the national distribution level of Frito-Lay.

Cottage Fries are expected to reach $100 million in annual sales in 1985. Borden also hopes to expand the market in 1985 with a companion product, Home Fries. Borden's Wise brand potato chips reached $100 million in sales in 1984.

Pasta is Borden's smallest, but fastest growing consumer product category, with No. 3 position and 11.9% market share under Creamette and Luxury brands. Borden trails Hershey Foods Corp.'s (American Beauty) 17.2%, and CPC International's (Mueller) 15.5%, but its pasta sales are gaining, having jumped 195% to $95.9 million since introduction in 1979.

Borden's home and professional products, including Elmer's adhesives, Krylon spray paints, car-care products, such as Rally and Rain Dance car waxes, among others, have boosted sales 220% since 1980 to $164 million in 1984.

Borden named Romeo J. Ventres, an exec vp-president of its chemical division, as new president and chief operating officer succeeding Eugene J. Sullivan, who remains as chairman-ceo. This places Mr. Ventres in line to become the next chairman.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,293.3	1,293.3
Magazines	8,621.5	6,490.6
Network cable	572.8	343.8
Spot tv	7,590.6	8,190.6
Network tv	7,289.2	6,693.0
Spot radio	1,644.5	699.5
Network radio	1,089.2	0.0
Outdoor	15.7	33.6
Total measured	28,116.8	23,744.4

BORDEN
277 Park Ave.
New York, N.Y. 43215
(212) 573-4000
BORDEN CONSUMER PRODUCTS DIV.
Columbus, O.
Marketing Personnel

Jon Hettinger, vp-grocery prod mgr
Herbert A. Southwell, vp-genl mgr
Rod Russell, vp-prod & mktg devel
Fred Schindler, mgr-adv services
Karen Johnson, vp-consumer affairs
Al Carfora, dir-mktg-refrigerated prods
Robert Culver, dir-mktg-main meals
Gordon Dutz, dir-mktg-Wyler's
John Dix, prod dir
Lee Arst, prod dir
Bill Burke, prod mgr-Bama
Don Burke, prod mgr-Eagle Brand
Valerie Cable, prod mgr-ReaLemon, Mincemeat
Jeff Campbell, prod mgr-Crackerjack
Alpha Collins, prod mgr-Crackerjack Popcorn
Jeanne Cousino, prod mgr-Kava
Pat Gabriel, prod mgr-aseptic dairy
Paul Gabriel, prod mgr-bouillon
Larry Jones, prod mgr-Lite-Line cheeses

Peg Jensen, prod mgr-aseptic juices
Joyce Brooks, prod mgr-Wylers Lite-Line drinks
Dennis Mentha, prod mgr-Snows
Bill Nelson, prod mgr-candies
Randy Wellert, prod mgr Cremora

Advertising Agencies

Grey, Lyon & King, New York—Elmer's Glue, Krylon paint & car care line—Dicky Szerko, Nancy Martin, acct supers.

Bozell & Jacobs, New York—Kava instant coffee, Drake Bakeries—Stacey Stevens, acct super.

Grey Advertising, New York—cheese prod, Cracker Jack, Snow prod, Wyler bouillon, None Such Mince Meat, Flavor House & Deran candies, Eagle brand, Cremora nondairy creamer—Stewart Hegleman, exec vp; Les Strauss, mgmt super.

Doyle Dane Bernbach, New York—Wylers drink mixes, ReaLemon lemonade flavor crystals, Orange Burst ReaLemon prod, Bama Foods Sippin Pak orange juice—Gordon Sleeper, acct super.

McDonald & Little, Atlanta, Ga.—Borden's Snack group—Lauren Genkinger, acct super.

Brown-Forman Distillers Corp.

RANK 116

Louisville, Ky.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	1,146.3	885.1	29.5
Net income	73.6	95.2	-22.7
Advertising	34.7	39.8	-13.0
Division sales			
Wine/spirits	895.8	885.0	1.2
Home furnishings	121.0	N/A	N/A
Personal prods.	129.5	N/A	N/A

Advertising expenditures at Brown-Forman Distillers Corp. continued to slip in 1984 as the Louisville, Ky.-based marketer of wine and distilled spirits fought slackening demand and a rising tide of antidrinking measures concerning the legal drinking age and drunken driving that are now before state legislatures.

The company that markets the nation's No. 1 Canadian whisky and No. 2 bourbon expects to face yet another barrier to its business growth later this year when a federal excise tax will be placed on distilled spirits.

Brown-Forman, ranked 116th in measured media ad expenditures in 1984 with $34.7 million, off 13% from the previous year, has been showing sales and earnings stability in the first three quarters of its current fiscal year.

Earnings for the nine-month period were $65.2 million, up 9.2% over the comparable period in 1984, on sales of $943.5 million, up 9.4%. A historical reading of the fourth quarter would bring sales of $1.2 billion, about 4.4% more than fiscal 1984. Net income should increase over the $73.6 million reported in fiscal 1984, a 23% decline from fiscal 1983 when net income was $95.2 million.

Brown-Forman is fine-tuning its marketing strategy to weather the 19% increase in excise tax on distilled spirits that takes effect Sept. 30, thereby increasing the average price of a bottle about 30¢. Company chairman-ceo W. L. Lyons Brown Jr. has noted that industrywide sales probably will drop 5% below the decline already predicted for 1986.

He has said the company will increase marketing investments with emphasis on the months before Oct. 1, and "after that date we will continue to enhance our aggressive programs . . . supplemented by a major public education campaign by DISCUS." (DISCUS is a trade organization, Distilled Spirits Council of the United States.) Mr. Brown says B-F is willing to invest $1 million in the trade effort.

Traditionally, B-F concentrates on supporting brands with attractive returns and the potential to increase market share because of weakened consumer demand for wine and spirits and heavy price discounting. The company is beginning to "look harder at directing its efforts toward markets which offer better possibilities for long-term profit growth," Mr. Brown says.

B-F's sales leader is its Canadian Mist whisky, ranked No. 4 by *Impact*, a newsletter that monitors the industry. That ranking translates to $351.9 million in retail sales. Canadian Mist is one of the few top brands of any liquor marketer to have shown steady growth in case depletions in the past three years. Canadian Mist had measured advertising of $4.9 million in 1984, down 24.6% from 1983.

The No. 6 ranked brand nationally according to *Impact* is the company's Jack Daniel's bourbon with case depletions of 3.7 million in 1984, off 1.6% from 1983. Advertising decreased 30.4% to $3.5 million for Jack Daniel's.

B-F's Early Times bourbon ranks 20th with 1.9 million case depletions for a 0.3% increase over 1983. Early Times attracted $353,600 in measured ad spending, down 70.9% from 1983. The company's last brand in the top 50 in the country is Southern Comfort cordial, whose case depletions of 1.2 million were up 0.8% in 1984 over 1983. Ad spending dropped 55.6% for the product to $1.7 million.

B-F, in translating case depletions into brand shares, in 1984 shows B-F brands as a whole increased the company's market share from 7.4% to 7.7%. Among individual brands, Canadian Mist increased its market share from 16.5% to 17.8% for Canadians; Jack Daniel's Black and Early Times increased their bourbon shares from 16.0% and 7.8%, respectively, to 16.6% and 8.3% in 1984.

Other brands and year-to-year changes in market shares: Old Forester from 2.2% to 2.3% among bourbons; Usher's from 2.6% to 2.9% among scotches; Southern Comfort from 7.1% to 6.9% and Bok from 2.1% to 2.2% in the liqueurs/cordial segment; Old Bushmills from 27.6% to 28.0% in Irish segment; Korbel from 5.5% to 4.7% and Martell from 3.4% to 3.9% in brandies; Pepe Lopez from 4.2% to 4.0% in tequilas.

A breakdown of B-F wine and liquor sales show American spirits contributing 35% of total sales, or $403.8 million; imported spirits contributing 22% or $249 million, and wines and specialties (includes Southern Comfort and Korbel), 21% of the total or $243.1 million. Advertising was de-emphasized for the two big wine brands, Cella, the second largest selling imported table wine, and Bolla, the fifth. Measured media advertising dropped 73.8% to $2 million.

In the face of declining demand, B-F has initiated modest price increases. Price hikes come at a time when five of B-F's top 10 distributors have experienced flat sales in 1983 and 1984, a composite decline of 2% in gross profits and a net profit drop of 19%, Mr. Brown told delegates at an April meeting of the Wine and Spirits Wholesalers of America.

B-F took steps in 1983 to soften its reliance on distilled spirits by acquiring Lenox Inc., known for its fine china tableware. Lenox, which contributes sales of more than $250 million annually, had measured media spending of $5 million, up 12.3% from 1983.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	3,840.5	3,840.5
Magazines	18,477.1	20,875.8
Network cable	0.0	13.4
Spot tv	4,085.9	4,667.2
Network tv	3,209.5	2,835.1
Spot radio	0.0	1,421.1
Outdoor	5,054.5	6,182.1
Total measured	34,667.5	39,835.2

BROWN-FORMAN DISTILLERS CORP.
850 Dixie Highway
Louisville, Ky. 40210
(502) 585-1100
B-F SPIRITS LTD.
Louisville, Ky.

Marketing Personnel

Mktg dir position open

Advertising Agencies

MCA Advertising, New York—Canadian Mist, Southern Comfort, Early Times—Bob Lepre, exec vp; Warren Wiegand, vp-acct mgmt; Hal Tovin, acct super.

Burrell Advertising, Chicago—black con-

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Or, better yet, call (203) 226-7515.

A

sumer—Canadian Mist—Eugene Morris, senior vp-mgmt super.

JACK DANIEL DISTILLERY

Lynchburg, Tenn.

Marketing Personnel

Arthur S. Hancock, exec dir-mktg

Advertising Agencies

Simmons, Durham & Assoc., St. Louis—Jack Daniel's—Les Diveley, acct exec-super; Mindy Keyser, prod mgr.

Advanswers, St. Louis—media planning for Jack Daniel's, Korbel California champagne & brandy, Bols liqueurs & flavored brandies—Ray Rizicka, vp-assoc group dir; Coleman Steele, project associate; Gordon Hendry, senior vp-dir special projects.

Burrell Advertising, Chicago—black consumer for Jack Daniel's—Eugene Morris, senior vp-mgmt super; Julius Jones, vp-acct super.

BFV&L, St. Louis—creative for Jack Daniel's, Korbel, Bols—J. Mark Lashly, president; Carla Manning, acct exec; Tom Fraser, art dir.

JOS. GARNEAU CO.

Louisville, Ky.

Marketing Personnel

Raymond E. Dryden, senior vp-dir, brand mgmt

Advertising Agencies

Benton & Bowles, New York—Bolla, Cella, Old Bushmills—Rod Torrence, mgmt super; Tom Lentz, acct super; Fred Sawabini, acct super; Roberto Passariello & John Belzer, acct execs.

Burrell Advertising, Chicago—black consumer adv, Cella, Martell—Eugene Morris, senior vp-mgmt super; Robert Hinton, vp-acct dir; Alisa King, acct exec.

LENOX INC.

Lawrenceville, N.J.

Marketing Personnel

Frank Dallahan, senior vp-mktg, ArtCarved/Keepsake

Park H. Davis, vp-mktg, ArtCarved class rings

James W. McCormack, vp-sales & mktg, Lenox candles

Robert J. McCornack, div vp-promo & mktg, Hartmann luggage

Carlos Gonzales, mktg mgr, Lenox Mexicana

Advertising Agency

Leber Katz Partners, New York—Sam Eisnitz, exec vp-acct mgmt; Patricia Price, vp-acct group super; Marni La Rose, acct exec; Alex Mohtares, exec creative dir.

RANK
183

Cadbury Schweppes

London

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	2,777.1	2,345.4	18.4
Net income	49.9	25.1	98.9
U.S.			
Sales	669.4	516.2	29.7
Operating profits	50.8	37.1	37.2
Advertising	22.0	19.7	11.6
Division sales			
Confectionery	1,181.8	476.9	147.9
Drinks	1,022.7	323.4	216.3
Beverages/foods	485.5	381.0	27.5
Health/hygiene	87.1	87.1	0.0

For the past five years, Cadbury Schweppes has been looking inward, making capital improvements, modernizing plant operations and consolidating product lines in its confectionery and beverage divisions.

But 1984 signaled the start of a search for new marketing niches by the company, which is ranked 183rd among advertisers in measured media for 1984.

The Stamford, Conn.-based North American unit of Cadbury Schweppes Plc Ltd., London, spent $22.0 million in measured advertising, an increase of 11.6% over 1983.

Half of the company's outlay was for network tv for established products includign Cadbury Candy, Peter Paul Mounds, Almond Joy and York Peppermint Patties.

Cadbury Schweppes U.S. group had total sales in 1984 of $669.4 million, up from $516.3 million (U.S.$1.3774 37M £1 was the average annual exchange rate applied to both years), and trading profits of $50.8 million compared with $37 million in 1983. The U.S. group made up nearly a quarter of the parent's sales in 1984.

Cadbury Schweppes, whose divisions Peter Paul Cadbury, Duffy-Mott, Rose/Holland House and Schweppes USA, slug it out for brand dominance against names such as Canada Dry, Hershey Chocolate Co. and Mars in particular, is revamping its market strategies to increase market share in more targeted confectionery and beverage markets.

Examples of this strategy include introduction in 1982 of seasonal products, such as Creme Eggs, now the top-selling novelty Easter item at nearly 50 million units a year, and Mini Eggs. In 1984, Peter Paul Cadbury tested Wispa in upstate New York and parts of New England.

Wispa is an aerated chocolate bar introduced with success in the U.K. in 1984.

Ad spending for Wispa totaled $321,000 for spot tv ads featuring Buck Henry. The brand may roll out nationally as early as mid-1986. Peter Paul Cadbury also launched Fudge in the U.S. market in 1984, a popular brand in the U.K.

In beverages, Schweppes concentrated on replacing several of its independent bottling facilities in 1984 to improve production and distribution. Schweppes, which had measured ad spending of $4.4 million in 1984, mostly in spot tv, faces a tough challenge in the soft drink/mixer business from competitor Seagram mixers, a 2-year-old line marketed under a licensing agreement by Premium Beverages, Greenwich, Conn., which is a subsidiary of Coca-Cola Bottling Co. of New York.

Canada Dry has about 33% of the 390 million-case annual mixer business, which includes ginger ale, tonic water, club soda and seltzer.

Schweppes is estimated to have about 11% of the market, but is losing ground to Seagram.

Seagram, with main distribution in the western and eastern U.S., has an estimated 6% market share that continues to grow as the brand reaches national distribution.

Duffy-Mott, acquired in 1982, had measured spending of $3.5 million in 1984, mostly spot tv for Mott's apple juice, Mott's applesauce and Clamato, using a generic theme of "Mott's Appeal."

Following an agency switch in 1984 from Ted Bates Advertising, New York to Scali, McCabe, Sloves, New York, the division is developing a new theme and ad campaign.

Duffy-Mott U.S. product introductions in 1984 include single-serving asceptic containers of Mott's juices in four flavors.

The division also introduced apple-blended juices in 32-oz. and 64-oz. glass containers.

Rose/Holland House continued seeking new markets in 1984 through print media educational ads emphasizing everyday uses of Rose's lime juice, using the theme: "The uncommon denominator."

Measured spending totaled $300,000. Holland House Cooking Wine, introduced in 1984, will receive increased emphasis in 1985.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	2,687.7	1,886.8
Network cable	125.9	10.0
Spot tv	7,970.1	7,342.7
Network tv	10,999.2	9,660.2
Spot radio	27.5	24.7
Network radio	89.3	672.7
Outdoor	87.0	98.9
Total measured	21,986.7	19,696.0

CADBURY SCHWEPPES
1200 High Ridge Rd.
Stamford, Conn. 06905
(203) 329-0911

SCHWEPPES USA

Marketing Personnel

John Carson, president

Bruce McCall, vp-mktg

Marianne Daly, dir-adv & pr

Advertising Agency

Ammirati & Puris, New York—Edward Vick, coo; Mary Herrmann, senior vp-mgmt super; Howard Lesman, vp-acct super; Linda Livingston, acct exec.

PETER PAUL CADBURY

Marketing Personnel

Jim Hanlon, president

Denis Dawson, vp-mktg

Advertising Agencies

Young & Rubicam, New York—Cadbury brands, including Wispa candy bar distributed in New England—John Hatheway, group dir; John Stokes, senior vp-mgmt super; Garth Anderson, acct super; Jim Bogie, acct exec; John O'Brien, acct exec; Andrea Miller, acct coord.

Dancer Fitzgerald Sample, New York—Peter Paul brands—Allan Gavan, senior vp; Jack Mascola, vp-acct super; Ed Padin, vp-acct super.

DUFFY-MOTT

Marketing Personnel

Keith Jones, vp-mktg

Donna Driscoll, mktg mgr-new prod

Jim McCaffrey, mktg mgr-food prod

Tim Carroll, mktg mgr-info services

Advertising Agency

Scali, McCabe, Sloves, New York—Phil Cohen, senior vp-mgmt super; Judy Wright, vp-acct super; Jim Hoitsma, acct exec.

ROSE/HOLLAND HOUSE

Marketing Personnel

Lysa Randolf Kraft, mktg dir

Stewart Barcham, mktg mgr-Holland House

Ellen Kern, mkt mgr-Rose's, Coco Casa

Advertising Agency

Ammirati & Puris, New York—Howard Lesman, vp-acct super; Stephen Jacoby, vp-assoc media dir.

Some foreign and/or private companies do not divulge sales or income figures. Where estimates could not be obtained, N/As appear in charts and the boxed information preceding the profiles to indicate "not available."

WORKIN
THAT'S G

Glamour delivers over 5 million working women every month—

Carter-Wallace

New York

RANK 165

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	323.1	289.9	11.5
Net income	18.4	16.5	11.5
U.S.			
Sales	251.8	217.9	15.6
Operating profits	39.6	31.4	25.9
Advertising	23.8	17.9	32.9
Division sales			
Health care	152.3	134.6	13.2
Deodorants	101.7	96.7	4.6
Consumer prods.	69.1	58.6	18.0

Carter-Wallace, New York, which funneled most of its increased advertising spending into its Arrid product line in 1984, ranked 165th among U.S. advertisers in 1984 with measured media spending of $23.8 million, up 32.9% from 1983.

Most of the measured spending increase was attributed to a 19% increase in network tv, which brought that media total to $17 million, $11.7 million of which was used to back Carter Products division's Arrid antiperspirants and deodorants.

Carter-Wallace says Arrid has been the top-selling antiperspirant deodorant brand in the U.S. for the past three years. Arrid is believed to account for an estimated 12% unit sales of the domestic antiperspirant and deodorant market in 1984 and 1983.

Arrid antiperspirants continued steady growth in sales and product variety in 1984. A key factor was strong consumer demand for Arrid Extra Dry baby fresh scents. Arrid Extra Dry deodorants in 1984 were backed by measured expenditures of $6 million in network tv and $800,000 in spot tv.

The Arrid line also stengthened its leadership position among aerosol antiperspirant deodorants, while broadening its respective shares of the markets for solids, roll-ons and creams. Carter Products division backed Arrid Extra Dry solid with $4.5 million in measured network tv spending and Arrid Double X solid with $1.1 million in measured network tv.

Network tv also was used in the 1984 introduction of Pearl Drops Smokers tooth polish, with $3.6 million in measured network tv and $800,000 in spot tv. The product received nearly 18% of Carter-Wallace's 1984 measured advertising. Distribution of improved Pearl Drops with fluorride began in March, 1984, with $400,000 in measured spending, divided 60-40 between magazine and network tv.

Receiving $1 million in measured network tv was the Nair line of depilatories, which became the depilatory segment market leader in 1984. Nair products received another $500,000 in magazine spending, which included ads for a Nair sweepstakes in 1984.

The largest measured expenditure for spot tv was $1.6 million for Mischief Body Spray deodorant. The Mischief brand also was backed by magazine ads during 1984, including a premium offer.

Carter-Wallace more than doubled magazine advertising in 1984 to $2.3 million from 1983. The largest measured expenditure was $300,000 for seasonal ads for Block Out suntan products.

The company introduced Block Out waterproof clear lotion sunblock suntan lotion in 1984.

Carter Products division also reported substantial sales increases for Sea & Ski suntan products, introducing Sea & Ski aloe vera formula lotion. Sea & Ski products received $500,000 in measured network tv and $200,000 each in spot tv and magazine advertising.

A product to watch in 1985 is Rigident, a denture adhesive powder popular in the West and acquired in 1984 by Carter Products division from Wickman Pharmaceutical Co. Promotion and distribution efforts are expected to broaden market penetration nationally.

Carter-Wallace sales in the fiscal year ending March 31, 1985, were $348 million, up 8% over its 1983 sales. Net income was $20.7 million in fiscal 1985, up 12% over the previous year.

The company's major business segments account roughly for the following proportions of annual sales: Consumer products, 43%; healthcare products, 39%; international subsidiaries and branches, 18%.

Carter-Wallace manufactures consumer products at its New York-based Carter Products division; diagnostic specialties, proprietary drugs and prescription pharmaceuticals at its Cranbury, N.J.-based Wallace Laboratories and Wampole Laboratories divisions, and pet products at its Lambert Kay division in Cranbury.

In August, 1984, John Bridgen was named president of Wampole Laboratories division.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	2,257.9	955.3
Network cable	189.0	415.1
Spot tv	4,339.8	2,756.2
Network tv	17,033.4	13,792.0
Spot radio	2.4	0.0
Total measured	23,822.5	17,918.6

CARTER-WALLACE
767 Fifth Ave.
New York, N.Y. 10153
(212) 758-4500

Marketing Personnel

John D. Mack, president

Advertising Agencies

Ted Bates Advertising, New York—Arrid deodorants, antiperspirants and Carter's Little Pills, Sea & Ski, Mischief body spray—Mark Morris, exec vp; Renee Summer, mgmt rep; Lewis Hecker, media dir; Sharon Mathews, assoc media dir; Lorie Orlocsky, media planner.

Needham Harper Worldwide, New York—Pearl Drops tooth polish, Pearl Drops Smokers tooth polish, Answer pregnancy test kit—Bernie Newman, vp-media mgr; Paul Komporles, acct super; Geni Piciullo, super; John Hayes, junior planner; Laura Novacek, asst planner.

Avrett, Free & Ginsberg, New York—Nair depilatories, BrethGard Denture Breath Freshener, Rigident (denture adhesive), Soft All Over—Don Bandman, mgmt super; Miriam Cohen, acct super; Pat Wheatley, acct exec.

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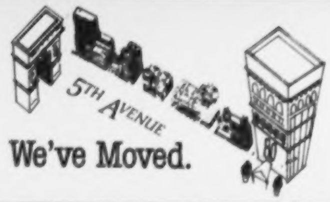

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WOMEN
LAMOUR

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INTERNATIONAL
Marketing Personnel
Miguel Fernandez, president

LAMBERT KAY
Marketing Personnel
Robert A. Cuthbert, president
Thomas Abrams, mktg mgr
Thomas McShane, vp-mktg
Advertising Agency

Thomas Abrams (in-house agency)—Fresh 'N Clean pet grooming prod, Linatone food supplements, Theralin vitamins for pets, Avitron vitamins and Avimin minerals for birds, Victory insecticides, shampoos, Lassie line of grooming, health products.

WALLACE LABORATORIES
Marketing Personnel
Herbert Sosman, president
Thomas G. Gerstmyer, vp-mktg
Thomas Halvorson, senior prod mgr
Richard Krukowski, dir mktg, planning & devel
Terry Brennan, senior prod mgr
Advertising Agency

Thomas G. Ferguson Assoc., Parsippany, N.J.—Depen, Organidin, VoSol, VoSol HC, Rondomycin, Ryna, Ryna C, Ryna CX, Rynatan, Rynatuss, Tussi-Organidan, Tussi-Organidin DM—John Szlasa, mgmt super; Bill Markowitz, acct exec.

WAMPOLE LABORATORIES
Cranbury, N.J.
Marketing Personnel
John Bridgen, president
Advertising Agencies

Thomas G. Ferguson Associates, Parsippany, N.J.—pharmaceutical products—John Szlasa, mgmt super; Bill Markowitz, acct exec.

MED Communications, Hopelawn, N.J.—John Eichert, acct super.

William Douglas McAdams, New York—Soma prods, Lufyllin, Depen—Joseph Carobene, senior vp-mgmt super; Irving Schwab, vp-acct super; Lloyd Wohlner, acct super.

RANK
167

Castle & Cooke

San Francisco

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	1,520.1	1,361.5	11.6
Net income	-76.7	-49.7	54.4
U.S.			
Sales	1,220.0	1,106.0	10.3
Operating profits	13.0	3.0	333.3
Advertising	23.7	7.8	203.3

The nation's 167th largest advertiser in 1984, Castle & Cooke, which began phasing out low-return commodities operations in favor of more profitable fresh, packaged and branded products in 1984, jumped from the 281st ad position in 1983 by spending $23.7 million in measured media, a 203.3% increase.

The San Francisco-based company, producer of such brand names as Dole and part owner of A&W Brands, entered 1985 in such poor financial condition it required a bailout via a merger with Flexi-Van Corp., a New York-based transportation equipment leasing company.

The company in the current fiscal year reported a net loss of $48.6 million for the three quarters ended March 23, 1985, compared with net income of $6 million for the similar period a year earlier.

The third quarter represented a marginal return to profitability, with net income from operations of $9 million, supplemented with $6.3 million net gain from the sale of assets. The company took a net loss of $76.6 million for fiscal 1984 ended June 16, 1984.

The proposed merger needs to be approved by regulatory agencies and shareholders from both companies this summer.

Castle & Cooke's financial troubles are the result of a string of economic factors, including the strong dollar, which hurt earnings on international operations, and problems with the company's branded fresh fruit and vegetable products.

Castle & Cooke's financial situation came to a boil when it was forced in March, 1985, to seek agreements with lenders on restructuring $260 million in private, unsecured debt.

David H. Murdock, chairman-ceo of Flexi-Van Corp., proposed a loan that was contingent upon Mr. Murdock serving as chairman-ceo of the newly merged company and on members of the board of Flexi-Van constituting a majority of the merged company's board of directors. C&C's president-ceo, Robert D. Cook, who speaks favorably of the offer, would be president-chief operating officer of the merged company.

The proposed merger remained had threatened, however, by a possible hostile takeover attempt by an investor group headed by Minneapolis financier Irwin L. Jacobs. The Jacobs groups acquired 14.1% of C&C's 25.7 million outstanding common shares by late May. But Mr. Murdock stepped in again, agreeing to buy the Jacobs group stock for about $57 million. He also received assurance from the group that it would not buy securities of C&C or Flexi-Van for five years.

There was a bright spot in Castle & Cooke's performance—the package goods segment—led by product additions to the Dole brands. In 1984, Castle & Cooke introduced Fruit 'N Juice bars. Advertising for Fruit 'N Juice bars now makes up the single largest category of measured spending, with $2.6 million in spot tv, $1.7 million in network, $1.1 million in magazine and $700,000 in network radio.

The largest jump in measured ad spending in 1984 was a 76% increase in outlays for spot tv, using the ad theme: "A sunny place called Dole," expanding the Dole trademark to cover such new products as a chilled pineapple breakfast juice; Dole Whip, a soft-serve dessert for food service, and Dole Fruit Sorbet, a blend of fruit, juice and sweeteners.

The ad campaign also boosted network tv spending, with measured outlays of $5.6 million, a 74% increase over 1983 spending.

Castle & Cooke has made an effort during the past year to dispose of certain fresh vegetable operations. On April 10, 1985, the company sold its mushroom businesses on the West Coast to Mushroom King, Santa Rosa, Cal. Terms of the sale were not announced.

In early 1985, Castle & Cooke agreed to sell its Bumble Bee Seafoods division to a group of investors, including four key managers: Patrick W. Rose, James T. McCarthy, Ernest W. Peterson and H. Kenneth Branson. Terms involve an initial payment of $40 million cash.

Bumble Bee is a $200 million producer and marketer canned tuna, salmon and other seafood products with headquarters in San Diego.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,897.8	3,191.7
Network cable	293.2	50.5
Spot tv	12,003.2	2,905.9
Network tv	5,657.1	1,494.3
Spot radio	1,146.2	182.8
Network radio	716.3	0.0
Outdoor	20.2	0.0
Total measured	23,734.0	7,825.2

CASTLE & COOKE
P.O. Box 7330
San Francisco, Cal. 94120-7330
(415) 986-3000
Marketing Personnel
H.B. Clark Jr., chmn
Ian R. Wilson, president-ceo
Robert D. Cook, senior exec vp, president-ceo-Castle & Cook Foods
William J. Crumb, senior vp-mktg-fresh foods
Al Vangelos, vp-mktg-fresh foods
John Porter, vp-mktg & sales-processed foods
Robert Urbain, vp-mktg-processed foods
Patrick Tighe, vp-new prod
John Filose, genl mgr-frozen desserts & snacks
Advertising Agency

Anderson/Miller Communications, San Francisco, Cal.—food service products—Norm Anderson, president; Shelley Roth, acct exec.

J. Walter Thompson, San Francisco, Cal.—Mike Barton, acct dir; Francis Fraser, assoc creative dir; Debbie Outland, assoc media dir; Patricia Juckett, mgmt super; Nancy Zackler, acct super.

Allen & Dorward Advertising, San Francisco, Cal.—fresh products—Fred Greene, senior vp-mgmt super; Ken Giebel, acct super.

RANK
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Chesapeake Financial Corp.

Miami Beach, Fla.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	N/A	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	24.8	33.2	-25.3

Revitalizing through new advertising strategy and product changes marks the current operations of Chesapeake Financial Corp., Miami Beach, Fla. This 158th largest national advertiser, which incorporates both Arby's Inc. and Royal Crown Cola Co., dropped 25.3% in measured national advertising spending, to $24.8 million in 1984.

Total revenues and profits are not reported by Chesapeake, which is privately held, but Arby's reports its revenues were $765 million in 1984.

In 1983, Chesapeake Financial's predecessor, Royal Crown Cos., predicted total Arby's revenues of more than $1 billion annually within five years. In 1983, then publicly held Royal Crown had net income of about $15 million on revenues of $491 million from its four Royal Crown divisions.

Chesapeake Financial Corp. is the product of negotiations between Peachtree Corp., an Atlanta, Ga., group including Royal Crown executive leadership, and the Victor Posner Group, a Miami financial-development organization. The Posner Group, early in 1984, took over Royal Crown.

The corporation now consists of Arby's Inc., Atlanta; Royal Crown Cola Co., Rolling Meadows, Ill.; Adams Packing Assn., a citrus-juice-products segment based in Auburndale, Fla., and a home furnishing segment that includes several companies—Frederick Cooper Lamps Co., Chicago; Couroc of Monterey Inc., Monterey, Cal. (serving trays); Athens Furniture Inc., Athens, Tenn. (bedroom and occasional furniture); National Picture & Frame Co., Greenwood, Miss. (decorative pictures and framing), and Hoyne Industries Inc., Chicago (mirrors).

Only the Arby's and Royal Crown units currently are significant advertisers.

Adams Packing spent $91,800 for spot tv to advertise its Adams and Texsun citrus juice brands in 1983, but the heavy freezes in December, 1983, in Texas and Florida had an adverse impact on the company and there was no measured advertising in 1984

Arby's measured advertising in 1984 was down 8.5% from 1983, to $13 million. Over-all, Royal Crown brands dropped 34% in ad expenditures for 1984, to a little more than $10 million. Some individual Royal Crown brands were up. Diet Rite salt-free cola quadrupled its advertising, going to $3.8 million in 1984 from $999,300 in 1983. Royal Crown Cola was up 2% to $4.1 million, and Nehi fruit-flavored pops jumped to a little more than $102,000 from no spending in 1983. But there was a big drop in ad spending for the RC100 line—only $522,300 in 1984 compared with $4.7 million in 1983.

A number of new marketing moves in 1984 were begun by Arby's, and it is embarking on a number of others in 1985. Arby's, which comprises 1,600 stores in 50 states, Canada and the Far East (200 company-owned and 1,400 franchised), has continued menu expansion and stressed quality in its advertising.

Additions to the Arby's breakfast line were the Croissant Basket Program, featuring both plain croissants and meat and cheese-stuffed. Last fall came the Super-Stuffed Potato. Arby's marketing premise was not to copy existing potato dishes but to match the quality of Arby's existing beef dishes with a bigger and fresher stuffed potato. Promotion was via an award-winning dancing-potato tv commercial created by Grey Advertising, New York.

Arby's is refocusing on its basic roast beef line in a campaign scheduled to break this July. According to Arby's president Robert McDowell, the 1984 program of product diversification was preliminary to this year's program for getting back to reinstating the excellence of Arby's roast beef product.

Biggest news for Royal Crown marketing efforts in a long time is its new full-assault campaign, priced at $10 million, to win new cola drinkers to Royal Crown cola—some perhaps former Coke drinkers unwilling to go to Pepsi.

RC has had some satisfactory results with its various brands recently, but it still has only an estimated 2.5% of the market, compared with a reported 22% for Coke and 19% for Pepsi-Cola. RC's market share is said to have dropped from 4.3% in 1980, but Royal Crown says its Diet Rite line "has had significant growth in the face of the introduction of diet Coke. Since its reformulation, [revenue for] the [Diet Rite] brand is up in the area of 25%." Royal Crown is the acknowledged pioneer in diet cola beverages, having introduced the first low-calorie cola, Diet Rite, in 1962; the first caffeine-free cola, RC100, in 1980, and the first salt-free, Diet Rite Salt-Free, in 1982.

The new ad campaign by Dancer Fitzgerald Sample which broke recently, tells viewers in a series of 10, 20 and 30-second tv commercials that "some people will go out of their way for the taste of RC." In this campaign, Royal Crown is making its first use of network and cable tv to air its message. Advertising sources say Royal Crown also will increase significantly its ad spending for Diet Rite and Nehi in 1985.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,800.0	2,109.9
Magazines	5.7	404.0
Network cable	4.1	0.0
Spot tv	18,105.9	22,685.2
Network tv	4,423.7	6,270.4
Spot radio	0.0	1,386.5
Outdoor	497.7	381.8
Total measured	24,837.1	33,237.8

CHESAPEAKE FINANCIAL CORP.
P.O. Box Drawer K
Miami, Fla. 33441
(305) 866-7771

COUROC OF MONTEREY
Monterey, Cal.
Marketing Personnel
Richard McDermott, president
John Hurley, controller
Sueree Conroy, mgr-customer service
Advertising Agency

Fingerote & Grauer, Monterey, Cal.—Paul Fingerote, acct exec; Ron Grauer, art dir.

ADAMS PACKING ASSN.
Auburndale, Fla.
Marketing Personnel
Ben R. Adams, president
Charles Thomas, genl sales mgr

FREDERICK COOPER LAMPS CO.
Chicago, Ill.
Marketing Personnel
Suzanne Loren, dir-prod devel
Leo Gershanov, president
Advertising Agency

Sander Allen, Chicago—Sander Allen, president.

ATHENS FURNITURE
Athens, Tenn.
Marketing Personnel
Basil Turbyfill, president
Richard Waddell, vp-sales
Advertising Agency
(In-house, handled by Mr. Waddell)

HOYNE INDUSTRIES
Rolling Meadows, Ill.
Marketing Personnel
Joseph A. George Jr, president
Steven Strasevicz, dir-sales & mktg
Advertising Agency

McKee Advertising, Elmhurst, Ill.—Cynthia Grant, acct exec; Ted McKee, president.

ROYAL CROWN COLA CO.
Rolling Meadows, Ill.
Marketing Personnel
J.M. Harrelson, exec vp
Ron Corin, vp-mktg
Advertising Agencies

Dancer Fitzgerald Sample, New York—

Top 25 network cable advertisers by % change

of the second 100 leading national advertisers

Rank	Advertiser	Network cable ad expenditures ($000) 1984	1983	% chng	1984 as % of co.'s ad total
1	Federal Express Corp.	$710.5	$0.8	88,712.5	2.0
2	Chevron Corp.	677.3	1.0	67,630.0	2.5
3	Rapid-American Corp.	455.8	15.3	2,879.1	1.5
4	Prudential Insurance Co. of America	880.1	89.6	882.3	3.5
5	MasterCard International	386.3	61.9	524.1	1.4
6	Castle & Cooke	293.2	50.5	480.6	1.2
7	G.D. Searle & Co.	546.7	109.1	401.1	1.4
8	Thompson Medical Co.	4,456.0	1,016.2	338.5	11.3
9	Wang Laboratories	367.1	126.6	190.0	1.5
10	Triangle Publications	411.2	147.4	179.0	1.2
11	Black & Decker Corp.	391.9	157.7	148.5	1.3
12	Walt Disney Productions	362.2	204.4	77.2	1.8
13	Mennen Co.	609.3	359.3	69.6	2.0
14	Borden	572.8	343.8	66.6	2.0
15	North American Philips Corp.	682.0	478.2	42.6	2.3
16	Block Drug Co.	589.6	593.8	(0.7)	1.9
17	Firestone Tire & Rubber Co.	413.4	491.0	(15.8)	2.1
18	Texas Instruments	324.6	391.7	(17.1)	1.3
19	Matsushita Electric Corp. of America	646.9	1,305.1	(50.4)	1.5
20	Jeffrey Martin Inc.	827.5	1,845.6	(55.2)	2.3
21	Hattori Corp. of America	1,525.3	0.0	N/A	4.3
22	Polaroid Corp.	887.3	0.0	N/A	2.8
23	Anderson, Clayton & Co.	596.8	0.0	N/A	2.5
24	Whirlpool Corp.	305.2	0.0	N/A	0.9
25	MGM/UA Entertainment Co.	287.0	0.0	N/A	1.0

Source: Broadcast Advertisers Reports

—RC Cola, Diet Rite, Nehi beverages—Robert Week, exec vp-mgmt dir; Thomas Burke, senior vp-mgmt super; Reginald Pierce, vp-acct super (field bottlers); Steven Farley, vp-acct super (brand mktg).

ARBY'S INC.
Atlanta, Ga.
Marketing Personnel

Robert E. McDowell, exec vp-coo
Lawrence M. Krueger, senior vp-mktg
Thomas Y. Whitley Jr., vp-mktg

Advertising Agency

Grey Advertising Inc., New York—Arby's system advertising: Creative product used in network and spot tv for local availability—Jordan Rosuck, mgmt rep; Warren Fischer, vp-group mgmt super; Ken Brown, acct super; Mike Kalfus, acct exec.

RANK 149

Chevron Corp.

San Francisco

($ figures = 000,000,000)

	1984	1983	% chg
Worldwide			
Sales	27.8	28.4	-2.0
Net income	1.5	1.6	-3.5
U.S.			
Sales	18.7	17.1	9.3
Operating profits	0.6	0.8	-26.6
Advertising	0.027	0.020	36.3
Division sales			
Petroleum prods.	17.4	18.6	-6.6
Crude oil	7.4	7.0	5.0
Natural gas	1.4	1.3	15.0
Chemicals	1.1	1.06	3.9

The actions prompting Chevron to acquire Gulf Corp. in March, 1984, thereby becoming the largest U.S. gasoline marketer, reflect the dramatic changes sweeping the oil industry. Chevron ranked 149th among the nation's advertisers in 1984.

The acquisition, coming on the heels of Texaco's move to acquire Getty Oil and Mobil's buyout of Superior Oil Co., Houston, reflects a trend among oil companies to increase proven oil reserves through acquisition and at the same time make themselves less vulnerable to hostile takeover attempts by incurring huge debt. Undervalued stock has made the oil companies open to corporate raiders.

The $13.3 billion Gulf acquisition in March, 1984, the largest in U.S. history, besides boosting Chevron's retail power, builds up the company's strength, particularly in the sunbelt.

San Francisco-based Chevron, which changed its name in mid-1984 from Standard Oil Co. of California, had total measured spending (including Gulf's from May 1, 1984) of $27.0 million, an increase of 36.3% over 1983.

Excluding measured ad spending contributed by Gulf, Chevron's real spending increased in 1984 to $22.3 million, 11% over 1983 levels.

The majority of Chevron's 1984 measured spending was for its gasoline and service stations, with $4.3 million in spot tv for the company's "Yes" campaign, emphasizing gasoline quality, convenience and modern station facilities. Chevron continued as a heavy user of spot tv, particularly for its Ortho brand products (fertilizers and insecticides), with $6.6 million in measured spending, a 51% increase over 1983.

A major development in 1984 was the kickoff of a $500 million retail gasoline station modernization program to upgrade hundreds of stations and build new ones in growth areas. The program includes installation of computerized communications, accounting and inventory control that will improve Chevron's marketing network.

Nationwide, Chevron installed more than 600 integrated retail consumer systems in 1984 and plans to install 1,400 more during the next few years. Depending on the demographics of an area, the automated stations will offer self-serve and/or full-service gasoline, service bays, food marts and car washes.

The upgrade program is part of an aggressive plan to improve volume sales in the company's 11,000 retail service stations in 40 states and the District of Columbia. For the year, Chevron reported a 10% increase in sales of gasoline over 1983, compared with an estimated average industry improvement of 2.5%. Chevron is one of the leading marketers on the West Coast and in the Southeast. Domestic sales in 1984 were about 6% of total U.S. consumption. Worldwide sales, including Gulf from May 1, 1984, and affiliates represented about 5% of the free world's consumption.

Like Chevron, Gulf also is modernizing its retail operations, going to fewer, higher-volume stations. In 1984, Gulf was one of the top four marketers in 25 of 35 U.S. metropolitan areas.

Just how Gulf and Chevron's marketing operations will mesh on consolidation will not be known until the Federal Trade Commission permits the companies to share market information and join in formulating strategies.

Chevron Corp. posted net income in 1984 (including Gulf from May 1) of $1.53 billion, down 4% from 1983. Operating revenues in 1984 totaled $27.8 billion, down 2% from the previous year. Chevron recorded first-quarter net income of $354 million, down 6.3% from the first quarter of 1983. Revenues rose 73.0% in the first quarter to $12.6 billion, adding revenues from the Gulf unit. Excluding Gulf's results, Chevron's revenues fell about 5% to $6.9 billion.

Because Chevron borrowed heavily to purchase Gulf, the company plans to reduce its debt through divestiture of certain Chevron and Gulf assets. Early in 1984, Chevron sold its refining and marketing operations in Europe to Texaco, including 2,800 service stations and a 68% interest in a Netherland's refinery.

In May, 1985, Chevron agreed to sell 49% of Gulf Canada's operations (with option to buy an additional 11%) for about $2.49 billion to the Reichmann family of Toronto, which controls Olympia & York Developments Ltd., a Toronto company with considerable real estate holdings in the U.S. and Canada.

Chevron also agreed to sell the Gulf Oil Co. building in Pittsburgh to AGV Enterprises of New York. The company previously announced it would transfer Gulf headquarters to San Francisco. Currently, 600 Gulf employes remain in Pittsburgh.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,755.8	1,755.8
Magazines	4,680.4	1,161.0
Network cable	677.3	1.0
Spot tv	11,992.5	10,322.6
Network tv	411.9	303.3
Spot radio	5,920.3	4,947.4
Outdoor	46.2	67.1
Farm pubs	1,555.7	1,287.1
Total measured	27,040.1	19,845.3

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Tom Grafam, adv advisor-Ortho consumer prod div (home, lawn & garden chemicals)
Duane Dolney, adv specialist-Ortho agricultural chemicals div (pesticides)
Doug Gillis, mktg specialist-Ortho fertilizer div
Dana Newhard, promo specialist-Oronite additives div (lub & fuel additives)
Scott Kinderwater, admin asst-Petrochemicals div (bulk building block commodity chemicals)
Bill Shewry, merch mgr-consumer product div
Norm Angel, public affairs mgr
Roland Prideaux-Brune, senior vp-agricultural chemicals

Advertising Agency

McCann-Erickson, San Francisco, Cal.—all divisions—June Frapps, vp.

CHEVRON U.S.A. INC.
San Francisco, Cal.
Marketing Personnel

L. Lou Taigen, genl mgr mktg
Marion M. Smith, vp-mktg
H.R. Hammerman, adv mgr-Chevron U.S.A.

Advertising Agency

J. Walter Thompson, San Francisco, Cal.—John Briskey, acct super-retail; David Soblin, vp-acct super-public affairs; Michael Greene, vp-mgmt super-public affairs.

RANK

Ciba-Geigy Corp. 114

Ardsley, N.Y.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	N/A	5,800.0	N/A
Net income	N/A	N/A	N/A
Advertising	35.3	17.6	100.2

Ciba-Geigy Corp. in 1984 more than doubled its measured national advertising expenditures, catapulting it to 114th largest national advertiser from 186th in 1983. Spending was $35.3 million, up 100.2% from the previous year.

Ciba-Geigy Corp., Ardsley, N.Y., is the U.S. arm of Ciba-Geigy Ltd., the Basel, Switzerland, chemical giant that had total revenues of $6.4 billion worldwide in fiscal 1984, 10% more than 1983.

First-half 1985 revenues for the parent rose 18% to $3.9 billion over the year-earlier period.

The U.S. branch had 1984 U.S. revenues of about $1.9 billion, the lion's share of the returns, about $1.29 billion, coming from sales of fertilizers, insecticides and herbicides by its chemicals division. About $575 million came from pharmaceuticals.

Pharmaceuticals are 30% of Ciba-Geigy Ltd.'s worldwide business; agricultural chemicals and products, 24%; plastics, 20%; dyes, 15%, and a variety of consumer products, 11%.

The biggest media spending change in the year was for network tv, soaring 229%. Heavy spending in this medium was for Acutrim appetite suppressant and the new Softcolor soft contact lenses. Network tv totals were $18.3 million in 1984.

Farm publication spending was up 18.4% to $6.63 million to promote Ciba-Geigy's broad range of farm products.

Spot radio increased 21.7% to $643,200. Not used in 1983 but added in 1984 were modest amounts for network radio and network cable.

A major change for Ciba-Geigy in 1985 was the sale for $200 million of its Airwick Industries division to Reckitt & Colman, a British producer of food and other consumer products. Airwick had revenues of $180 million in 1983, off 28.6% from 1983. Its products include Airwick air fresheners, Binaca breath freshener, Chore Boy scouring pads, Drain Power drain cleaner, Carpet Fresh, Glamorene and Spray 'N Vac carpet products.

During 1984, several new health and diet products came to the U.S. market. Early in the year the company introduced a new weight-loss entry, Acutrim 16-hour time release, that gained a 12.7% share of the $200 million diet-aid market by midsummer. This compares with the 52.8% share of category leader, Dexatrim, produced by Thompson Medical Co. Dexatrim, however, dropped in market share from 60% in 1983. All of Thompson's diet aids combined have nearly 64% of the market. Thompson countered the erosion in its Dexatrim market share by introducing a version of the product formulated to last 15 hours.

Other products introduced by Ciba-Geigy during the year included:

- Slow FE, a once-a-day iron supplement, allowing slower absorption to avoid some of the less desirable effects of dietary iron, was introduced with advertising assigned to Sudler & Hennessey, New York.
- A transdermal product as yet unnamed for treating menopausal symptoms was assigned to Dugan/Farley Communications, Montvale, N.J., for advertising.
- Proflex brand of ibuprofen, the nonaspirin pain reliever, which Ciba-Geigy bought from International Laboratories.

A major marketing area for Ciba-Geigy in recent years has been its Vision Care soft contact lens business. It had captured 5% of the market from 1980 to early 1984 when it introduced its tinted Softcolors contacts in blue, green, aqua or amber.

To extend the reach and frequency of its color magazine advertising, Ciba-Geigy scheduled a $10 million radio campaign, handled by its agency for Softcolor, Bowles/Hanlon Advertising, Atlanta.

Ciba-Geigy, like other companies dealing in chemicals generally and pharmaceuticals specifically, has had some difficulties recently with government bureaus and citizen groups concerned about toxicity, side effects and environmental problems.

Questions by the Public Citizens Health Research Group raised about two of its arthritis and gout medications, Butazolidin brand of phenylbutazone and Tendril brand of oxylphenbutazone, originally threatened to ban the products from the market.

The U.S. Department of Health & Human Services finally ordered revised labeling instead to deal with the concern.

The Environmental Protection Agency banned Ciba-Geigy's Larvadex insecticide, fed to chickens to prevent the spread of Asian flu. Tests have shown it damages rabbit fetuses. The EPA took its action because of the possibility that Larvadex residues might remain in eggs and chickens sold for food.

During 1984, the Ciba-Geigy agricultural division moved its $2 million account from Dancer Fitzgerald Sample/Wegener Agricultural Group, New York, to Ketchum Advertising, San Francisco.

In September the company moved its $2.5 million Acutrim account from Sudler & Hennessey Consumer Group, New York, to Ally & Gargano, New York.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	4,659.4	1,398.3
Network cable	13.8	0.0
Spot tv	5,012.9	4,585.9
Network tv	18,310.4	5,570.7
Spot radio	643.2	528.6
Network radio	34.0	0.0
Farm pubs	6,629.8	5,587.4
Total measured	35,303.5	17,630.9

CIBA-GEIGY CORP.
Saw Mill River Rd.
Ardsley, N.Y. 10502
(914) 478-3131
PHARMACEUTICAL DIV

Paul Baehr, senior vp-mktg
Bill Hackett, exec dir-adv & sales promo

Advertising Agencies

C&G Advertising Agency (in-house), Summit, N.J.—Bill Hackett, president.

William Douglas McAdams Advertising, New York—Lloyd Wohlner, acct super.

AGRICULTURAL DIV

Leo Bontempo, vp-mktg
Terry Walts, exec dir-prod mgmt
Phil Koch, dir-communications
Jim Palmer, dir-adv, promo & publicity

Advertising Agencies

Ketchum Advertising, San Francisco—insecticides, fungicides, herbicides—Jeff Manning, senior vp-group dir; Steve Pickford, vp-acct super; Norma Rivera, acct exec; Claudia Camp, acct coord.

Martin Williams, Minneapolis—herbicides, fungicides—Gerry Kleckner, vp-mgmt super; Tim Burke, acct super.

RANK

Citicorp 126

New York

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	6,619.0	5,880.0	12.5
Net income	890.0	860.0	3.5
Advertising	32.0	15.8	103.0

Citicorp, New York, continued its aggressive expansion in 1984, seeking an increasingly larger share of the U.S. and international financial services market through new products and acquisitions. Citicorp also has made no secret of its desire to engage in interstate banking.

Citicorp, the nation's 126th largest advertiser in 1984, had $31.9 million in measured spending, up 103% over 1983. Nearly $20 million in measured spending was for spot tv for consumer-oriented, individual banking services group, which includes Citibank N.A., Diners Club, Citicorp Savings and Citicorp Person-to-Person.

Citicorp, which has three core business groups—individual, institutional and investment banking—had earnings in 1984 of $890 million, up 3% over 1983, on revenues of $6.62 billion, up 8% over 1983. Growth in earnings was lower than expected as a result of acquisitions, including the purchase of savings and loan associations in Florida and Illinois in 1984 and a number of Diners Club franchises around the world. Increasing activity in international markets also was a drag on corporate performance.

By far the largest measured spending was for a widening array of services through Citicorp's individual bank group. By yearend, the individual bank had developed relationships with one in every seven, or 12 million, households in the U.S.

This is the arena where Citicorp fights it out with American Express and other major banks over market-driven financial products, such as bank cards, travelers checks, loans, insurance and investment-type services.

Citicorp is the largest issuer of bank credit cards in the U.S. through Citibank Visa, Citibank MasterCard and Citibank Preferred Visa. In 1984, Citicorp had more than 16 million active card accounts, 13 million of which were in the U.S. Increased advertising and market spending produced 3 million new members for the year.

By comparison, there are 20 million members worldwide, 13 million of which are in the U.S., holding the American Express card, which is not a bank-issued card.

Measured spending for Citibank consumer services jumped from $930,300 in 1983 to $5.8 million in 1984—nearly $3.7 million for spot tv and $1.9 million for magazine. Citibank also spent a measured $9.5 million on spot tv promoting itself and its banking services. Over-all, measured spending for Citibank rose to $18.9 million, up 72% over 1983.

Measured spending for Diners Club credit card services ballooned from $1.6 million in 1983 to $7.4 million in 1984. Spending was $3 million each for network and spot tv, $1.3 million in magazines and the remainder outdoor.

In April, 1985, Diners Club launched a $17 million campaign in print and network tv promoting the club's introduction of charge-card and travelers check services, targeted at business users.

In this area, Diners Club will compete heavily with American Express, which spent more than $16 million to advertise its travelers checks in 1984, compared with $2.6 million by Citicorp. Another competitor is BankAmerica, the second largest U.S. bank, which claims a 10% to 15% share of the travelers check market. Chicago-based Diners Club has 5 million members worldwide.

The increased advertising for Citicorp services is the result of a corporate strategy that focuses not only on expanding Citibank's array of customer services but also building its market through acquisition.

The company acquired Citicorp Savings of Florida and Illinois in 1984, and in April, 1985, gained approval from the Maryland state legislature to establish 20 full-service branches within the next two years. In return, Citicorp promised to invest $25 million in the state and create at least 1,000 new jobs. In addition, Citicorp is lobbying for a regional banking bill that may set the pattern for a network of interstate banks.

Some of Citicorp's aggressive behavior may be traced to its new boss, John S. Reed, formerly vice-chairman in charge of individual banking, who was elected chairman in August, 1984, following retirement of Walter B. Wriston. Mr. Wriston was chairman for 17 years.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	5,687.1	4,262.5
Network cable	175.2	0.0
Spot tv	20,495.1	8,092.8
Network tv	3,845.1	3,131.7
Spot radio	1,558.4	191.7
Outdoor	209.2	69.1
Total measured	31,970.1	15,747.8

CITICORP
399 Park Ave.
New York, N.Y. 10043
(212) 559-1000
Marketing Personnel

James D. Farley, vice chmn-Citicorp & Citibank-international debt restructuring & special worldwide customer relations
Michael A. Callen, senior corp officer-Citicorp & Citibank-Caribbean, Central & South Africa
Richard J. Lehmann, senior corp officer-Citicorp & Citibank-Europe & Middle East
David S. Van Pelt, senior corp officer-Citicorp & Citibank-Asia & Pacific

CITICORP SAVINGS
Marketing Personnel

Philemon Hoadley, vp-adv & mktg

CITICORP MASTERCARD
Marketing Personnel

Larry Kopp, vp

CITICORP
VISA-
PREFFERED VISA
Marketing Personnel

Brad Agry, mgr-mktg & adv

DINERS CLUB
Marketing Personnel

Bruce Gooden, senior vp-mktg

CITICORP
TRAVELER'S CHECKS
Marketing Personnel

Don Porter, vp-dir mktg

Advertising Agencies

The Marschalk Co., New York—Citibank MasterCard, Visa card—John Oliver, senior vp-mgmt services dir; Scott Smith, vp acct super; Susan Muriel, senior acct exec; Jill Braufman, asst acct exec; Lynn Friedman, acct coord. Preferred Visa—Scott Smith, vp acct super; Scott Ryan, acct exec. Choice Card—Eric Duescher, acct super; Roger Stone, mgmt super; Jane Markell, acct exec. Citibank Financial account—Madigan Pratt, mgmt super; Jim Chandler, acct super; Rich Donahoe, Leslie Farrand, acct execs; Kevin Compagna, Carol Feldman, asst acct execs.

Foote Cone & Belding, New York—corp adv, institutional adv, electronic banking—John Howard, mgmt dir; Jerry Rossi, acct exec.

SSC&B, New York,—New York banking div, metro branch network—Lisa O'Connell, acct exec; Stephen Doyle, Les Sumner, acct super; James S. Coakley, mgmt super.

Doyle Dane Bernbach, New York—Citicorp travelers checks, Carte Blanche, Diners Club—Barbara Monty, senior vp-mgmt super; Richard DeNatale, acct super; Shelton West, acct exec.

Homer & Durham, New York—Citicorp industrial credit & capital mkt group, investment mgmt, private banking—Ray Fitzmartin, acct super-acct exec; David Bach, media buyer & planner.

Slater, Hanft & Martin, New York—focus acct, home base banking—Lily Li, acct super.

Penchina Selkowitz, New York—Sandy Maryniak, acct mgr.

Book salesman sniffs sweet smell of success

Avon Products was founded as California Perfume Co. in 1886 by a New York door-to-door book salesman, David H. McConnell. Mr. McConnell opted for the perfume business when he found that perfume premiums he gave away with his books often were more popular than the books.#

RANK

Coleco Industries 184

West Hartford, Conn.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	774.9	596.5	29.9
Net income	-79.8	-7.4	978.4
U.S.			
Sales	708.0	526.1	34.6
Operating profits	65.8	-17.5	476.0
Advertising	21.7	46.3	-53.1
Division sales			
Toys	676.3	192.6	251.2
Electronics	98.6	403.9	-75.6

Not even record sales from the success of Cabbage Patch Kids toys and accessories were enough to pull Coleco Industries into the black in 1984 after cancelation of its Adam family computer and writedowns on inventory.

The diminished importance of consumer electronics already is having a significant impact on sales, advertising and marketing in 1985 as toy products gain greater emphasis at West Hartford, Conn.-based Coleco, rated the 184th largest advertiser in measured media spending in 1984.

As a result of Adam's failure, Coleco sliced its ad spending in 1984 to $21.7 million, 53.1% below the previous year.

For the year, Coleco took a net loss of $79.8 million on net sales of $774.9 million, compared with a net loss of $7.4 million on sales of $596.5 million in 1983.

Dumping Adam cost Coleco $118.6 million in inventory sold at fire-sale prices and in other writedowns. Coleco also took big writedowns on its inventory of ColecoVision products, which it intends to sell off during 1985, thus eliminating its key product offerings in the depressed home computer and videogame markets. Coleco, like competitors Atari Corp. and Commodore International, suffered from the collapse of the videogame market and saturation in the home computer market in 1984.

Net sales of Coleco's consumer electronics division dropped 76% to $98.6 million for the year, creating an operating loss of $140 million. In the same period, sales from its toy division increased 251% to $676.3 million, creating an operating profit of $208.6 million.

Coleco's concentration on toy products, led by Cabbage Patch Kids, promises a healthier bottom line. Shipments in the first quarter of 1985 exceeded $150 million in CPK products, more than double sales for the line in 1984. Although net sales overall for the 1985 first quarter rose only 4%, to $194 million, net earnings (including tax loss carryovers) were $27.4 million, an 84% improvement over the same quarter in 1984. Wall Street analysts say Coleco is expected to post solid earnings for the rest of 1985.

The year 1985 may mark Coleco's biggest expansion of the CPK line, with introductions including CPK Playmates, limited edition products, such as CPK Twins, World Travelers, collectible Koosas Playmates, Playmates accessories, "purebred" Show Ponies with registration certificates and a variety of new CPK play accessories and clothing.

Coleco also is looking for new markets on boys' toys with its Sectaurs, Warriors of Symbion action figure line, which began shipping in March. Sectaurs is Coleco's first introduction in the male action figure category, which generated industrywide sales of $800 million in 1984, and may top $1 billion in 1985, according to analysts.

Sectaurs, however, will be hotly contested by Hasbro Bradley, which leads the market with its TransFormers robots and vehicles. TransFormers in 1984 was the leading boy's toy with sales of $105 million. The line is expected to exceed sales of $200 million in 1985. Possibly just as strong in 1985 is Hasbro's longstanding G.I. Joe line.

The marketing shift away from consumer electronics will have a major impact on ad spending at Coleco, which placed $19.4 million behind its consumer electronics in 1984, nearly $12 million of which was for Adam.

This year, the big ad and promotional campaigns are expected for Sectaurs and Cabbage Patch Kids. Cabbage Patch Kids received $6.2 million in measured spending in 1984, $5.9 million of which was for spot tv.

Licensing ventures may play an important role in the success of Cabbage Patch Kids and Sectaurs, however, as 50% of all toys on the market are licensed items. Coleco executives say a network prime-time cartoon special is in the works featuring the Koosas, the Cabbage Patch Kids' pets. ABC aired the first Cabbage Patch Kids animated special in 1984 during the Christmas season.

An animated Sectaurs cartoon series is scheduled for October prime time syndication. Sectaurs already has been featured in the first of a series of comic books published by Marvel Comics Group and is scheduled for a two-hour action tv special in the fall.

But possibly the most important factors that favor Coleco's long-term marketing strategy are demographics that indicate the number of children younger than 5 by 1990 will rise by 10.3% over 1982 levels, with half the babies being the first child. Marketing statistics show that parents and grandparents tend to spend substantially more on toys for the firstborn.

Coleco, like fellow competitors Atari and Commodore, underwent top management change when the company appointed J. Brian Clarke as president-chief operating officer earlier this month.

An exec vp since 1981 and formerly head of Coleco's Canadian toy company, he is the first Coleco president who has not been a member of the founding Greenberg family. With his appointment, Arnold C. Greenberg stepped up from president-ceo to chairman-ceo, and Leonard E. Greenberg moved from chairman to the executive committee.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	272.5	272.5
Magazines	1,242.8	1,773.9
Network cable	101.6	384.1
Spot tv	13,651.3	14,331.3
Network tv	4,600.4	29,488.5
Spot radio	1,810.6	6.2
Total measured	21,679.2	46,256.5

COLECO INDUSTRIES
Coleco Corp. Center
999 Quaker Lane South
West Hartford, Conn. 06110
(203) 725-6000

Marketing Personnel

Al Kahn, exec vp-mktg, toys
Jerry Wood, senior vp-creative devel
Harvey Zelman, vp-mktg, toys
Harvey Johnson, vp-mktg services
Cheryl Stoebenau, dir-licensing

Advertising Agency

Richard & Edward's Inc., New York—Dick Schwarzchild, president-acct super; Ed Mandell, exec vp-creative dir; Lloyd Fink, vp-creative dir; Shelly Hirsch, senior vp-media dir; Herb Kepke, art dir.

RANK 118

Commodore International

West Chester, Penn.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	1,267.2	681.2	86.0
Net income	143.8	88.0	63.4
U.S.			
Sales	761.2	500.6	52.1
Operating profits	79.5	44.1	80.3
Advertising	34.2	33.9	1.1

Commodore International, the 118th largest U.S. advertiser in 1984 with $34.2 million in measured media spending, made several critical changes during the year—a new president, new products and new agency—in an attempt to boost its fortunes, which continue to sag into 1985.

The Bahamas-based company with executive offices in West Chester, Pa., appointed Marshall F. Smith in February, 1984, as president-ceo, following the ouster of president, Jack Tramiel. The executive move was seen by analysts as a turning point in company fortunes.

Mr. Smith was a guiding force in developing the new Commodore 128 home computer, which is pegging the maintenance if not growth of its home computer market share on the 128 that shipped in May, 1985. Commodore machines currently account for about 33% of the U.S. home computer market, ahead of Tandy Corp.'s Radio Shack (18%), Apple Computer (16%) and Atari Corp. (16%).

The enthusiasm over the 128, however, needs to translate to the bottom line. Commodore posted a loss of $20.8 million in the fiscal third quarter ended March 31, 1985. Three-quarter cumulatives for net sales were $751.2 million compared with $966.9 million for the similar period a year earlier. The company announced it is expecting a loss for the fiscal year ending June 30, 1985, but will return to profitability by the fall.

The 128 is seen as a long overdue, more powerful extension of the Commodore line. The 128 was created to help bridge a critical gap between the saturated low-end home computer market and the market for upper-end home computers, such as the Apple IIc. It is being advertised as a "major breakthrough" with all the power of the Apple IIc and IBM PCjr but at half the price.

Commodore is positioning the 128 at a price point of $300, about midway between Atari and Apple home computers.

The standard 128 random access memory with expanding capabilities to 512K, color-monitor, and software compatability with the Commodore 64 should appeal to 64 owners who want to upgrade at a reasonable price. Analysts say this pricing level also provides sufficient profit margin to keep Commodore's base of mass merchants happy.

The 64, like most other home computers, has fallen from favor in recent times with retailers as a result of shrinking margins and declining demand. Commodore, however, is seen to have benefited in 1985 from the withdrawal of the IBM PCjr and problems with product introductions at Atari Corp., owned by Mr. Tramiel. In July, 1984, he bought the home computer and home videogame division bearing the Atari logo from Warner Communications.

Commodore needs a breakthrough in the low-end market to maintain the momentum generated by its successes in that market segment. As a result of more specific targeting, Commodore began cutting back in 1984 on mass media advertising for the 64. Total measured network tv spending was $22.4 million, a decrease of 16% from 1983.

Commodore also announced plans for a fall, 1985, introduction of the long-awaited Amiga computer, a machine that sports fancy graphics and easy-to-use features of such upper-end

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products as the Apple Macintosh, but at a lower cost, from $1,000 to $1,500. The pricing, if at the lower end, would pit the Amiga directly against Atari's new 520ST, which will begin U.S. distribution this summer. The 520ST will retail for $800.

Commodore acquired Amiga Corp. in fall, 1984, primarily to bolster r&d. Amiga was working with Atari at the time it was picked up by Commodore, and the incident has been one of several to spark suits and countersuits between the two computer giants.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	2,383.4	2,383.4
Magazines	7,997.7	2,794.2
Network cable	0.0	58.5
Spot tv	1,446.4	806.4
Network tv	22,407.3	26,600.4
Spot radio	9.6	1,229.6
Total measured	34,244.4	33,872.5

COMMODORE INTERNATIONAL

1200 Wilson Drive
West Chester, Pa. 19380
(215) 666-7950

Marketing Personnel

Marshall F. Smith, president-Commodore Intl Ltd
Thomas Rattigan, president-Commodore N.A.
Jim Dionne, vp-Commodore Intl
Robert B. Trukenbrod, vp-mktg
Julie Bauer, dir-adv
Frank Leonardi, vp-sales, business systems
Jon Winters, vp-sales, consumer systems
Clive Smith, vp-corp planning, Commodore Intl Ltd

Advertising Agency

Ted Bates Advertising, New York—Mark Morris, exec vp; Ila Feld, senior vp-mgmt rep; Abe Gorelick, acct super; Cayley Shaffer, Jim Jenkins, acct execs.

RANK
140

ConAgra

Omaha, Neb.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	3,301.5	2,308.9	43.0
Net income	62.6	50.4	29.0
Advertising	29.2	16.6	76.1

ConAgra, an international agribusiness corporation with headquarters in Omaha, Neb., is committed to basic agriculture, but has begun to march into food marketing and merchandising.

For fiscal 1984, ended May, 1984, ConAgra produced revenue of $3.3 billion, up 43% from 1983, and net income of $62.6 million, up 31%. For the first nine months of fiscal 1985, through February, 1985, the increases are even sharper: Sales revenues rose 82% from the year-earlier period to $4.11 billion; net income was up 54% to $66.1 million.

ConAgra ranks 121st in size among the *Fortune* 500 industrials, and for 1984 is the 140th largest national advertiser. Its measured ad total made a steep climb of 76.1%, reaching $29.2 million in 1984.

ConAgra, which operates across the entire food chain, has three major segments—agriculture, grain and food. Its products and services range from hoof to household goods, from fertilizer to frozen premium-grade dinners, with an added array including herbicides, international grain shipping, fabrics, country general stores, pet supplies, flour and more.

Operating across the whole agricultural spectrum has its benefits. For example, anticipated low hog prices in 1985 will increase raw materials costs at ConAgra's Armour division, worth $2 billion in sales in 1984, but ConAgra's integrated poultry processors will benefit because historically reduced hog supplies have meant strong poultry prices.

Today in the U.S., ConAgra is the No. 1 company in frozen prepared foods, fresh poultry, prepared and packaged shrimp and catfish, flour milling, distribution of agricultural chemicals, and grain merchandising (among publicly held companies), and it is one of the leaders in branded processed meats.

In its new corporate strategy, announced in 1984, ConAgra intends to increase its marketing presence in the food business, from crop fields to store shelves. ConAgra, which bought the Armour Food Co. in 1983, is furthering its new marketing directions by backing the Armour label with substantial ad spending, $18 million this year.

For frozen dinners, Armour measured advertising is up 128%, to $13.8 million in 1984. Spending for the Banquet frozen entree line rose 44% in 1984, to $3.1 million. The popular Banquet Hot Bites chicken received more than an 11-fold increase, soaring to $7.7 million in 1984. The Armour processed meats (ham, turkey, franks, etc.) also were given good support, rising 44% to $3.1 million in 1984.

In its market-aggressive mood, ConAgra introduced 24 new products in 1984, mostly foods but including the Snoopy Santa and Snoopy Candy Cane pet toys of its ConAgra Pet Products Co.

The ConAgra Restaurant Company's 60 Taco Plaza Mexican fast food restaurants (58 franchised) continued unprofitable in 1984, but the company is planning a new restaurant concept, Taco Plaza Cafe.

During the year, ConAgra also acquired 17 new companies and divested its Pet Foods Division in Rolla, Mo.; several flour mills in Utah and Montana; distribution facilities in three California cities; 21 farm stores in Canada, and 23 building supply centers in five states.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,709.4	853.4
Spot tv	6,431.6	8,794.9
Network tv	16,148.9	4,725.5
Spot radio	10.8	0.0
Network radio	2,871.3	2,146.2
Outdoor	18.3	52.1
Total measured	29,190.3	16,572.1

CONAGRA INC.

ConAgra Center
1 Central Park Plaza
Omaha, Neb. 68102
(402) 978-4000

Marketing Personnel

Charles M. Harper, chairman-ceo
L. James Kennedy, vp-corp dir mktg

AGRIBASICS CO.

Marketing Personnel

B.J. Farmer, president
Floyd A. Johnson, dir mktg

Advertising Agency

John M. Rose, Knoxville, Tenn.—Ken Canup, vp-creative dir.

ARMOUR DAIRY PRODUCTS CO.

Marketing Personnel

Bob J. Powdrill, president
Glen M. Harless, natl sales mgr
James W. Gardiner, mktg mgr

ARMOUR FROZEN FOOD CO.

Marketing Personnel

William H. Heintz, exec vp-gm
Chet Eten, natl sales mgr
Gerald McCann, dir mktg
Joseph Sizer, senior prod mgr, prepared foods
John Bozeman, prod mgr, Classic Lite
Robert Wangerien, senior prod mgr, new prods
Paul Blanchard, prod mgr, new prods
Len Gerkin, senior prod mgr, food service

ARMOUR PROCESSED MEAT CO.

Marketing Personnel

Thomas J. Smith, president
Francis X. Tobin, vp-natl accts
W. Donald Wallen, vp-mktg
Donald W. Tamsen, dir-mkt services
P. Lin Gupton, senior prod mgr, smoked meats/sliced bacon
Jimmy C. Clemmons, senior prod mgr, frozen convenience foods
Ray Engelhardt, prod mgr, dry sausage
Frank Hollister, prod mgr, semi-dry and dry sausage
Bill Keenan, mgr, military sales and mktg
Crague Canion, genl mgr, refrigerated canned meats and dry sausage
Michael Rook, prod mgr, refrigerated canned meats
Dick Macartney, senior prod mgr, hot dogs

Advertising Agency

Bozell & Jacobs, Dallas—Henry Lewczyk, senior vp/group acct director-frozen; Paul Gold, senior vp/ group acct director-processed; Ashley Shomaker, vp/mgmt rep-processed; Dick Nye, senior vp/mgmt rep-frozen.

BANQUET FOODS CO.

Marketing Personnel

Scott Rahn, exec vp-genl mgr
Don Granneman, president, Banquet Foods Sales Co.
Tom Studer, mktg dir, core prods
Tom Anderson, prod mgr, meat pies, desserts
Greg Huebner, prod mgr, regular & Extra Helping dinners
Ken Colnar, prod mgr, Cookin' bags, Family Entrees
Dennis Dahl, mktg dir-prepared chicken prods
Wayne Altschul, senior prod mgr, fried chicken
John Butorac, senior prod mgr, boneless chicken
Tani Wolff-dir, new prods mktg
Steve Moore, Darrel Bailey, senior prod mgrs
Pat Quarles, dir, consumer affairs
Gene Powell, dir, adv services

Advertising Agency

D'Arcy MacManus Masius, St. Louis—Jerry Hall-vp-acct group super; Steve Nollau, acct super; Ken Rodgers, vp-acct super; Steve Kempf, acct super; Terry Lucas, acct exec; Jim Chastain, acct exec; Pam Kaucher, acct exec.

CONAGRA FLOUR MILLING CO.

Marketing Personnel

C. Robert Stephenson, vp-general sales mgr

Advertising Agency

Bozell & Jacobs, Omaha—Mark Stevens, acct super; Leslie Berkshire, acct coordinator.

CONAGRA PET PRODUCTS CO.

Marketing Personnel

Patrick K. Stewart, president
Michael R. Leinen, exec vp
Julie M. Hedlund, prod mgr

Advertising Agency

Bozell & Jacobs, Omaha—Mark Stevens, acct super; Leslie Berkshire, acct coordinator.

CONAGRA POULTRY CO.

Marketing Personnel

George R. Haefner, president
Tom Daw, vp-sales
Jerry Nelson, vp-mktg
Stewart Bridgforth, mktg mgr
Doug Knotts, new prods mgr

Advertising Agency

John Malmo Advertising, Memphis—Bob O'Conner, acct exec; John Malmo, creative director; Linda Roberts, media director.

COUNTRY SKILLET CATFISH CO.

Marketing Personnel

John R. Hammond, president

Advertising Agency

Louis Benito Advertising, Tampa—Bruce McTague, acct exec.

HOME BRANDS CO.

Marketing Personnel

George Egon, prod mgr

Advertising Agency

Paragon Cos., Minneapolis—Jim Mayer, acct super; Dick Green, art director.

NORTHWEST FABICS

Marketing Personnel

L. Paul Cherrier, president
Dave Stai, exec vp-mktg & business devel
Warren Weise, dir adv

Advertising Agency

Hiebing Group, Madison, Wis.—Roman Hiebing, pres/acct super; Wendy Meyers, acct exec.

PFAELZER BROS CO.

Marketing Personnel

Harry V. Hull, vp-gen/mgr
Anne E. Wright, mktg mgr

Advertising Agency

Cramer-Krasselt, Chicago—Chris Mundell, acct exec.

SEA-ALASKA PRODUCTS CO.

Marketing Personnel

William P. Woods Jr., vp-sales, mktg & strategic planning
Gordon L. Thomas, mgr, frozen seafood sales
Bill Kuklenski, sales mgr, canned salmon
Gary Thor, mgr, new prods & natl accts

SINGLETON SEAFOOD CO.

Marketing Personnel

Jesse Gonzalez, president
Dan Davis, vp-sales
Bill Henry, vp-retail mktg
Bill Lantz, dir mktg

UNITED AGRI PRODUCTS COS.

Marketing Personnel

Dean C. Moore, mktg mgr

RANK
120

Helene Curtis Industries

Chicago

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	370.3	330.4	12.1
Net income	2.7	10.4	-74.1
U.S.			
Sales	288.3	207.9	38.7
Operating profits	29.9	10.5	184.8
Advertising	33.3	25.1	32.4
Division sales			
Beauty/hair care	291.6	215.4	35.4
Sealing/adhesives	38.8	27.8	39.6

Helene Curtis Industries, in tangling with competitors in 1984 for a greater share of the market for shampoos, conditioners and other personal care products, increased its measured ad spending 32.4% to $33.3 million.

The Chicago-based company, ranked 120th among U.S. advertisers in 1984 on the basis of its measured spending, put most of its emphasis on its new Atune brand shampoo and conditioner launched in summer of 1984.

The product is formulated for consumers whose hair is colored, permanently waved or damaged. Total measured spending in 1984 for Atune was $5.3 million—$4.3 million of which was network tv and $1 million magazine. The campaign, bearing an estimated $15 million advertising and promotional budget, continues in 1985.

Analysts say Atune has picked up less than 1% of the market share in its niche as a result of stiff competition. The brand competes with Procter & Gamble's new Lilt shampoo and conditioner, which takes its name from the well-established Lilt line of home permanents. Another competitor is Perma Soft shampoo by La Maur, Minneapolis, which has gained an estimated 2.2% market share since introduction early in 1984.

The need to advertise and promote personal care products heavily in 1984 as a result of increased competition and new product offerings by competitors dampened profit margins in 1984. Net earnings tumbled in the year ended Feb. 28, 1985, to $2.7 million, compared with net earnings of $10.4 million in 1983. Total revenues for the year were up 12% to $370.3 million.

Although sales in Helene Curtis' consumer products division increased for the year, the division's contribution to earnings actually declined from a year earlier because of higher marketing costs. Both the Suave and Finesse brands were up in terms of dollar sales, while the new Atune brand did not grow as rapidly as expected, executives at the company say.

Spending for Finesse products in 1984 increased to $20.3 million for the year, up 10% over 1983. Spending for Suave products increased 14% to $7.6 million in 1984. More than 90% of measured spending for both product lines was for network tv.

Suave, a line of lower-priced shampoos and conditioners, has an estimated 7% share of the $1.3 billion U.S. shampoo market. Finesse shampoo, a higher-priced line, maintains market share in the 3% to 4% range, although Finesse conditioner is estimated to have an 11% share of a $700 million market.

Line extensions for both Suave and Finesse brands continued early in 1985 with Finesse mousse, Curtis' third entry into the rapidly expanding category, which could exceed $100 million in retail sales in 1985. In 1984, the company introduced La Forme mousse for salon use, and Suave mousse for the mass merchandise market. Also in 1985, Curtis introduced Suave Soft Highlights shampoo and conditioner.

International sales increased in the fiscal year primarily as a result of successful introduction of Finesse products in Canada and Sweden in 1984. The company's industrial coatings division, Protective Treatments Inc., reported increased profits over 1983, because of a continued economic recovery in the automotive market.

Helene Curtis also moved late in 1984 into a newly renovated headquarters building near Chicago's Merchandise Mart.

In April, 1985, Klein/Richardson, Beverly Hills, Cal., was assigned the national business of Helene Curtis Beauty Distribution division.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	1,637.1	0.0
Spot tv	969.6	731.6
Network tv	30,606.9	24,388.5
Spot radio	51.9	8.3
Outdoor	0.2	0.0
Total measured	33,265.7	25,128.4

HELENE CURTIS INDUSTRIES

325 N. Wells St.
Chicago, Ill. 60610
(312) 661-0222

CONSUMER PRODUCTS DIV

Marketing Personnel

Robert M. Thomas, vp-mktg
Lynda Robleski, group brand mgr
Kim Rue, group brand mgr

Advertising Agency

Backer & Spielvogel, New York—Suave, Finesse—Peter Hurley, senior vp-mgmt super-Suave, Finesse; Joseph Bruce, vp-acct dir-Suave; Mary Oratz, acct exec-Finesse; David Stein, acct dir-Finesse; Kathy Peckham, acct super; Bernard Desmarais, acct exec.

Dancer Fitzgerald Sample, New York—Atune—Bob Weeks, mgmt dir; John Daiser, mgmt super; Linda Corbin, acct super; Jane Davis Hottensen, acct exec.

PROFESSIONAL PRODUCTS DIV

Marketing Personnel

V. James Marino, vp-mktg & sales
Phil Kash, dir-mktg
Dan Schmitt, dir-mktg services
Bob Seidl, group prod mgr

Advertising Agency

Albert J. Rosenthal & Co., Chicago.—Albert J. Rosenthal, chmn; Si Dordick, president; Joe Foreman, vp; Debbie Lawrence, acct exec.

INTERNATIONAL DIV

Marketing Personnel

Michael Goldman, president
Margaret Bertrand, vp-mktg

RANK
106

Dayton-Hudson Corp.

Minneapolis

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	8,009.0	6,963.3	15.0
Net income	259.3	245.5	5.6
Advertising	37.9	30.3	25.1
Division sales			
Target	3,550.1	3,118.4	13.9
Mervyn's	2,141.1	1,688.9	26.8
Department stores	1,547.8	1,438.9	7.6
Specialty merch.	770.0	672.1	14.6

Dayton-Hudson Corp., whose discount store business continues to wag the tail of the Minneapolis-based retailer, ranked as the nation's 106th largest advertiser in 1984 on measured media spending of $37.9 million, a 25.1% increase from 1983 when it held the 120th spot.

Dayton-Hudson earned net income of $259.3 million in fiscal 1984, ending February 2, 1985, up 6% from the year earlier, on revenues of $8 billion, a 15% increase. Growth came mostly from improved performance at two of its discount retail chains, Target and Mervyn's, while general department store profits were down.

The company's business consists exclusively of retail operations, of which the flagship is 36-store Dayton-Hudson Department Store Co. Detroit-based Hudson and Minneapolis-based Dayton saw reduced operating profits last year, mostly because of lower margins and merchandise consolidation resulting from the merger of the two retail units. They produced 1984 revenues of $1.4 billion, up 12%. Operating profit, however, declined 31% to $107 million.

Dayton sold two smaller chains—John A. Brown and Diamond's—because of what it called geographic and strategic disadvantages, leaving combined Dayton-Hudson with 20 Hudson's and 16 Dayton's stores, all in the Midwest.

Mervyn's, perhaps the company's most promising new venture, is a 126-store Southwestern chain now in nine states that offers discounted private label and brand-name clothing. Seventeen new stores were opened in 1984, including eight in Houston and one in Dallas, part of the chain's new South Central territory. Current expansion plans call for 21 more openings this year, including 13 in that region. The company plans for Mervyn's to become a national chain.

Mervyn's had $223 million in operating profit, a 21% increase, on revenues of $2.1 billion, up 27%.

The company also operates 215 Target discount stores in 22 states. The fast-growing segment saw 1984 revenues climb 14%, to $3.6 billion, while operating profits grew 33%, to $236 million. Target introduced an "Honors" line of private-label sportswear last year, but sees its biggest growth potential in sales of electronics and toys, where the chain has implemented an "everyday low price" strategy. Target plans to open 13 new stores in 1985, including five in Los Angeles.

Combined, Target and Mervyn's now contribute 71% of corporate revenues, up from 52% in 1979, and constitute 74% of operating profit, up from 53%. In contrast, the department store unit's contribution to corporate revenues declined from 35% to 19%, and its percentage of operating profits dropped from 38% to 17%, respectively, since 1979.

The company's specialty merchandising division includes B. Dalton Booksellers' 729 stores, the 22-store Pickwick Discount Bookstores in Columbus, O., Denver and Minneapolis/St. Paul, and Lechmere, a hardlines retailer in New England.

B. Dalton's revenues were up 10% in 1984, to $490 million, while operating profits declined 6%. The chain began a "Best Value" discount pricing strategy, offering 20% to 40% discounts on 10 best-selling books. It also has expanded space devoted to computer software and will expand to more than 20 stores from test sites a "store-within-a-store" software category. Pickwick opened 18 new stores last year, while Lechmere added two outlets.

Last year, the company closed Plums, a four-store experiment in off-price retailing, because of lower-than-expected returns on investment. The company said this termination had an insignificant impact on its earnings, but its costs were reflected in 1983 results.

In personnel changes, Boake Sells was promoted from vice-chairman to president of the company in July, 1984, succeeding Kenneth Macke, who became chairman and retained his title as ceo. Gerald Gallagher replaced Mr. Sells as vice-chairman from his role as vice-chairman of Mervyn's.

The company had a 12.1% return on investment last year, down from 13% in 1983. Dayton-Hudson expects each store to achieve a 14% return within five years of startup operations.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,097.8	2,599.5
Spot tv	31,076.4	24,936.9
Spot radio	3,604.2	2,566.5
Outdoor	168.8	235.4
Total measured	37,947.2	30,338.3

DAYTON-HUDSON CORP.
777 Nicollet Mall
Minneapolis, Minn. 55402
(612) 370-6948

Marketing Personnel

John Pellegrene, senior vp-mktg
Fran Davis, dir-adv accts
Jack Mugan, dir-adv services

Advertising Agency

Grey Advertising, Minneapolis—Janice Apple, vp-acct super; Sheri Hermanson, acct exec; Lynn Bergman, acct exec.

B. DALTON BOOKS
Minneapolis

Wallace Bohach, vp-adv, sales promo
Susan Barefoot, vp-adv, sales promo

Advertising Agency

Bozell & Jacobs, Minneapolis—Bob Newmark, vp-mgmt super; Dick Howell, acct super; Bill Hellkamp, Peter Boosalis, acct execs.

LECHMERE
Woburn, Mass.

Warren Feldberg, exec vp-mktg
Howard Benidt, vp-sales promo & adv

Advertising Agency

Saffer, Cravit & Freedman, Toronto—David Cravit, exec vp-creative services; Biz Bourque, acct super.

MERVYN'S
Hayward, Cal.

Chuck West, vp-sales promo

Advertising Agency

(In-house).

TARGET STORES
Minneapolis

Sonja Larsen, senior vp-adv, sales promo & merch presentation
Paul Higham, vp-adv
Karen Singer, dir-sales promo

Advertising Agency

Haworth Group (a buying service), Minneapolis—broadcast placement—Tom Siqveland, Brenda Swanson, vps.

Chuck Ruhr Advertising—broadcast creative—Chuck Ruhr, president; John Kemp, acct super; Rosemary Svenpladsen, acct exec.

(In-house)—print.

PICKWICK DISCOUNT BOOKS
Minneapolis

Jim Kelly, vp-mktg
Glenna Dibrell, adv mgr

Advertising Agency

Kauffman Stewart, Minneapolis—John Kauffman, vp-acct super; Jay Turkbas, acct exec.

R.G. BRANDEN'S
Minneapolis

Duff Reiter, adv mgr

Advertising Agency

Kauffman Stewart, Minneapolis—John Kauffman, vp-acct super; Jay Turkbas, acct exec.

DeBeers Consolidated Mines

London

RANK 169

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	1,613.0	1,590.0	1.4
Net income	166.0	500.0	-66.8
Advertising	23.7	21.2	12.0

DeBeers Consolidated Mines Ltd., Kimberley, South Africa, the 169th largest U.S. advertiser, increased measured ad spending 5.9% in 1984 to $23.7 million in its continuing effort to create additional demand for diamonds in the U.S., the world's biggest gem diamond market.

DeBeers, which controls four-fifths of the world's trade in rough diamonds through its London-based subsidiary, Central Selling Organisation, backed its total U.S. marketing and promotional effort with $34 million. Of the measured amount, about 55% went into print and 45% to tv.

DeBeers' marketing strategy is geared to five marketing categories for gem diamonds in the U.S. where jewelry sales were $7.7 billion on 15.6 million pieces of jewelry in 1984, an 18.1% increase in value over $6.5 billion on 14.4 million pieces in 1983.

The categories and their assigned weights in terms of total ad spending: 30% were traditional quality gifts; 25%, diamonds of one carat or more; 20%, diamond anniversary rings; 13%, diamonds for men; 12%, diamond engagement rings. These weights are based on percentages supplied by NW Ayer, New York, DeBeers' U.S. advertising and promotion agency for the past 46 years.

The primary marketing shift in 1984 was a 50% increase in outlays for print advertising targeted at men. The men's category now receives about half the ad weight of gift diamonds, but its proportion is expected to grow with the category in 1985.

DeBeers boosted print spending over-all in 1984 by 11% over 1983 to $13.1 million. The men's print campaign, "Diamonds for Men," launched in 1980, has been credited with revolutionizing a previously untapped market. In 1984, DeBeers continued its strategy of male personality endorsements. Pro golfer Ben Crenshaw was presenter of a line of sports-oriented tie tacks. Male spokesmen in the past have included Australian tennis player John Newcombe and pro golfer Arnold Palmer.

In 1985, DeBeers is touting its men's theme "Gift of Success" in addition to themes added in 1984, including "Diamonds from a woman to a man." The print lineup for 1985 includes design collection ads, "The Man's Diamond," and the "State of the Art" campaign, a three-page magazine insert launched in February, 1985, and designed to show a wide variety of jewelry and accessories.

The company also has a 16-page color brochure for men. Ads for men's jewelry were national but skewed to the South, Southwest and West, where attitudes are less conservative about men's jewelry.

DeBeers spent $9.1 million on net-

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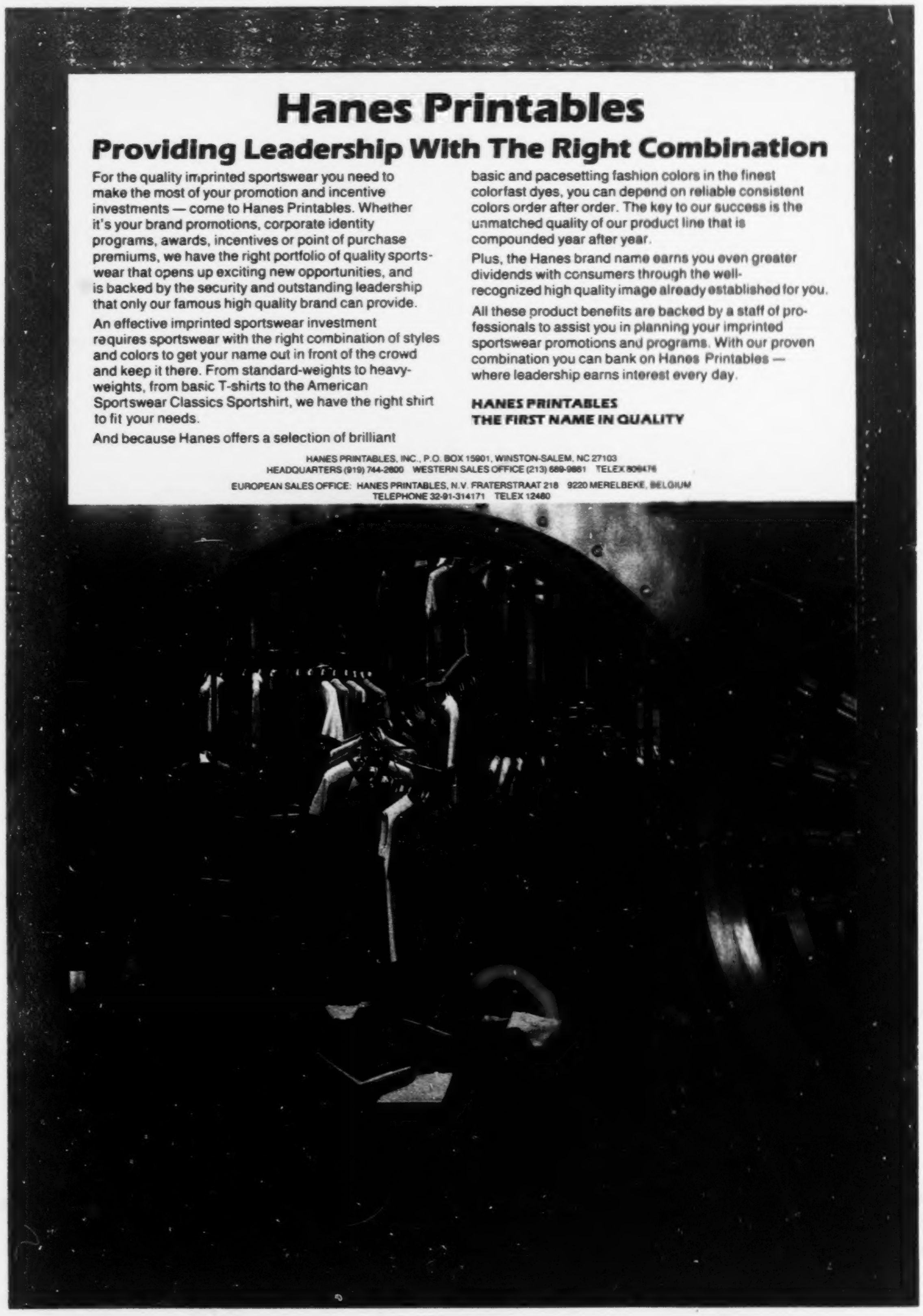

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work and $1.4 million on spot tv in 1984 for its other diamond categories. Creative themes for tv emphasized romance, beauty and fashion. Anniversary rings in 1984 showed a mother and daughter admiring mom's new anniversary ring. In 1985, the scene shifts to a couple celebrating their anniversary in a hotel. A "skywriting" diamond gift ad introduced in May, 1985, shows messages of love written in skywriting, fireworks and on outdoor boards before the presentation of a diamond. Fashion was featured in 1984 in ads showing a sleek panther with cutaways to women wearing diamonds.

In February, 1985, DeBeers introduced "Splinters of Stars," a series of vignettes showing beautiful women wearing larger stones.

Buy quality was the message of a DeBeers print campaign for diamonds in 1984. The company continued its parallel ad placement strategy, where DeBeers buys a full-page ad that discusses diamond quality and arranges with a diamond jewelry marketer to buy adjoining space to showcase its jewelry products.

In 1985, print ads will discuss the four Cs of buying a diamond—color, cut, clarity and carats. DeBeers expanded its cooperative ad program with independent retail jewelers in 1984 to include 50% of the U.S. market, primarily the South, Southwest and West, spending about $1.5 million. The co-op program, which has been tested since 1981, is an effort to encourage greater use of DeBeers national themes in spot tv, local magazines, radio and newspapers.

Markets for precious gems and metals have been relatively stable in recent years. DeBeers had net operating income of $338.8 million in 1984, down 22% from 1983 operating income of $434.8 million. Revenues in 1984 were $1.61 billion, up 1% from revenues of $1.59 billion in 1983. Operating income was affected by fluctuations in foreign exchange rates.

DeBeers Central Selling Organisation seeks to support gem prices by regulating the flow of diamonds to the market. It maintains relationships with other international producers, primarily Botswana and the Soviet Union. DeBeers buys all rough diamonds, and these nations compete only in polished stones. In 1984, the market for polished stones was upset when the Soviets began selling large numbers of cheap polished stones on the Antwerp market.

A potential problem for DeBeers is its huge mining operation in South West Africa (Namibia), a territory that is seeking independence from South Africa.

These problems are now the concern of Julian Ogilvie Thompson, 51, who was appointed chairman of DeBeers Consolidated Mines in February. Mr. Thompson replaced Harry Frederick Oppenheimer, 76, whose family has controlled DeBeers for generations. Mr. Oppenheimer is one of South Africa's most prominent business executives and reputedly one of the world's 10 richest individuals.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	13,115.8	11,883.6
Network cable	34.2	0.0
Spot tv	1,411.8	1,188.1
Network tv	9,141.9	8,095.3
Total measured	23,703.7	21,167.0

DEBEERS CONSOLIDATED MINES
c/o NW Ayer Inc.
1345 Avenue of the Americas
New York, N.Y. 10105
(212) 768-5000
Advertising Agency/Marketing Personnel

N W Ayer, New York-George Eversman, senior vp-exec acct dir
Harkness Cram, senior vp-mgmt super
Judy Laughran, vp-acct super
Nancy Robey, senior acct exec-diamond engagement rings/one carat or more
Rachel Treitelman, senior acct exec-diamonds as gifts
Maria Priggen, senior acct exec-men's diamonds, diamond anniversary rings
Margherita Blanc, acct exec-diamond anniversary rings
Joan Parker, senior vp-dir pr (diamond information center)
Elizabeth Dolan, mgr-diamond info center
Earl Lynch, vp-diamond promo services.

Denny's Inc. RANK 168
La Mirada, Cal.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	1,216.0	1,054.6	15.3
Net income	44.7	40.2	11.2
U.S.			
Sales	1,214.8	1,053.5	15.3
Operating profits	44.5	40.1	11.2
Advertising	23.7	22.4	5.9
Division sales			
Denny's	960.4	832.3	15.4
Winchell's	182.1	163.3	11.6
El Pollo Loco	4,712.0	N/A	N/A
Distribution	63.6	54.7	16.3

Facing increased competition in the $45 billion purchase-meal industry, Denny's Inc., taken private this January in a leveraged buyout, is aggressively expanding through acquisition and store conversion, and for the first time in 15 years, the company is back in the franchising business.

Denny's is now owned by a group comprised of 50 from existing management at the time of the buyout, and investors put together by Merrill Lynch Capital Markets. Essentially, management has remained intact.

Denny's was the 168th largest national advertiser in 1984, with $23.7 million in total measured spending, up 6% from 1983. The bulk of the ad spending increase is accounted for by a 25% hike to $15.2 million in measured spending for network tv for Denny's restaurants. Spot tv for Denny's fell 32% to $3 million. Spot tv also fell 23% for Winchell's Donut Shops, owned by Denny's Inc.

Since 1978, Denny's has pursued an aggressive policy of expansion through new openings and acquisition. In fiscal 1984, 95 Denny's were added to the chain, mainly through purchase of existing restaurants and conversion to Denny's. The most recent market share data rank Denny's No. 8 among the top 10 restaurant chains with a 2.1% share of industry sales.

In October, 1983, the chain acquired El Pollo Loco, a quick service charbroiled chicken chain. On acquisition, El Pollo had 20 locations, but Denny's announced plans to open about 22 more in selected areas of the Southwest.

Chicken restaurants hold a 10% market share nationwide of the purchase meal industry, and with gains of nearly 20% per year, they had the second largest, year-to-year gains in sales in 1983, the most recent year for which statistics are available.

Record sales, operating income and earnings were reported by Denny's for the fiscal year ended June 30, 1984. Net income was $44.7 million, up 11% over 1983. Revenues were $1.21 billion, up 15%. For the first half ended Dec. 28, 1984, net income was $39.6 million, up 63% over the same period a year earlier. Revenues for the two quarters were $645 million, up 5% over 1983.

Denny's Inc. operated 1,132 Denny's restaurants as of the close of the 1984 fiscal year, 36 of which were franchises, although the company announced in April, 1985, it intended to build up its franchise business. The company operated 865 doughnut houses under the Winchell's trademark.

Denny's restaurants accounted for about $960 million in total revenues and $94 million of operating income in fiscal 1984. Winchell's division accounted for $182 million in total revenues, and $14.7 million in operating income for the year.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Spot tv	6,640.6	8,413.6
Network tv	15,267.0	12,165.8
Spot radio	1,419.8	1,307.4
Network radio	62.5	0.0
Outdoor	334.1	516.7
Total measured	23,724.0	22,403.5

DENNY'S INC.
16700 Valley View Ave.
La Mirada, Cal. 90637
(714) 739-8100
Marketing Personnel

Barry Krantz, vp-mktg-Denny's
John Hatch, vp-mktg-Winchell's
Margaret Jenkins, mktg dir

Advertising Agency

Foote Cone & Belding, Los Angeles—Winchell's and Denny's—Larry Jones, vp/mgmt dir; Fred Walti, Bill Marks, Craig Silver, acct dirs; Michelle Christiansen, Kristi Brunig, acct execs.

EL POLLO LOCO
Marketing Personnel

Margaret Jenkins, dir-mktg.

Advertising Agency

McCann-Erickson, Los Angeles—El Pollo Loco—John Fielder, mgmt rep; John Thompson, acct exec.

Walt Disney Productions RANK 192
Burbank, Cal.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	1,656.0	1,307.4	26.7
Net income	97.8	93.2	5.0
U.S.			
Sales	1,507.1	1,166.6	29.2
Operating profits	N/A	N/A	N/A
Advertising	20.2	13.8	46.9
Division sales			
Recreation	1,097.4	1,031.2	6.5
Films	244.6	165.5	47.8
Community develop.	204.4	N/A	N/A
Consumer prods.	109.7	110.7	-1.0

Two hostile takeover attempts, a proxy fight (an attempt by Roy E. Disney Jr., now board vice-chairman, to block greenmail payments) and a resulting turnover in top management helped Walt Disney Productions create its own national entertainment in achieving record revenues and income.

As the nation's 192nd largest advertiser, the Burbank, Cal., studio spent $20.2 million in measured advertising in 1984, up 46.9% from the previous year.

The company's new management guided the company to net income of $97.8 million, up 5%, on sales of $1.7 billion in fiscal 1984, up 27%. Six months into the new fiscal year, Disney had net income of $67.2 million, up 67%, on record revenues of $878 million, an increase of 24%.

Disney's new executives attribute the gains to a dramatic turnaround in the filmed entertainment segment. These execs are quite familiar with the film industry: Michael D. Eisner, elected chairman-ceo, was president-chief operating officer of Paramount Pictures Corp.; Frank G. Wells, elected president-chief operating officer, was vice-chairman of Warner Bros.

In March, 1984, the movie "Splash" helped launch the company's Touchstone films label. An advertising investment of more than $2.5 million, mostly in spot tv, paid off by establishing a Disney record of $69 million in box office revenues in initial domestic release.

Touchstone's second release, "Country," starring Academy Award winner Jessica Lange and playwright/-actor Sam Shephard helped establish the new management's "new priorities," including "using the industry's finest writing, directing and producing talent."

In their first year, the priorities seem to be working. Filmed entertainment revenues increased 48% to $244.6 million, reversing a drop in revenues recorded in 1983. Similarly, operating income for the division increased 107% to $2.2 million, reversing 1983's disastrous showing, a slide of 270% from 1982.

Disney executives consider the company's film library a major asset and plan to release film reissues of each, along with a stated goal of 10 to 12 Touchstone productions a year. Ad support for such releases as "Pinocchio" and "The Jungle Book" topped $4.9 million.

But executives say Touchstone was formed to develop a new image because the Disney name had a negative connotation among teen agers who might say, "Hey, that's a Disney movie."

Teen agers have become a major movie market, so Touchstone was formed.

Another large part of filmed entertainment's success stems from the first-time profitability of the 1.4 million-subscriber Disney Channel. The channel takes 40% of its programing from the Disney Library. Another 40% is original programing, higher than all other pay cable services. Disney spent $2.4 million advertising the cable channel.

Disney's largest single source of revenues is its entertainment and recreation segment. Walt Disney World, Disneyland and Tokyo Disneyland had combined revenues of $1.1 billion in 1984, up 6%.

Advertising expenditures for the U.S. parks reached nearly $5 million, mostly in spot tv. The parks received national publicity during the 30th anniversary of Disneyland, including coverage on "Good Morning America," "Today," "Donahue" and "Merv Griffin." NBC presented a two-hour special, "Disneyland's 30th Anniversary," in February 1985.

But the company received other publicity as well.

In 1984, Disney purchased Arvida Corp., a Florida-based real estate development company for $200 million in stock—partially, in an attempt to block a takeover bid by Saul Steinberg.

The attempt failed, resulting in nearly a $71-a-share greenmail payment to Mr. Steinberg and finally in a restructuring of the board of directors.

With this purchase Disney entered the property development market. Ad expenditures barely topped $320,000, but Disney has plans for many Arvida holdings throughout the Southeast, including expanded shopping malls, new corporate offices and more planned communities.

Other plans include the possibility of selling pavilions in Disneyland and Walt Disney World, with the option of leasing the space back, in an attempt to boost earnings.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,542.8	1,431.1
Network cable	362.2	204.4
Spot tv	12,096.4	6,464.7
Network tv	3,686.9	4,848.1
Spot radio	471.0	809.4
Outdoor	87.2	28.7
Total measured	20,246.5	13,786.4

WALT DISNEY PRODUCTIONS
500 S. Buena Vista St.
Burbank, Cal. 91521
(213) 845-5000
Marketing Personnel

Barton K. Boyd, exec vp-consumer prod & merch
Richard A. Nunis, exec vp-Walt Disney World & Disneyland
Luther R. Marr, vp corp & stockholder affairs
Peter F. Nolan, vp-rights & business affairs, consumer prod
Erwin D. Okun, vp-corp communications

Advertising Agency

Young & Rubicam, Los Angeles—Hilbie Newman, mgmt super.

WALT DISNEY WORLD CO.
Lake Buena Vista, Fla.
Marketing Personnel

Tom Elrod, vp-mktg
Tom Garrison, mktg dir
Bernie Bullard, mgr-adv

Advertising Agency

Vista Advertising (in-house), Orlando, Fla.—Jane Williams, media buyer.

CHARACTER MERCHANDISING DIV.
New York, N.Y.
Marketing Personnel

Joe Pellegrino, dir-U.S. licensing
Tom Hess, mktg mgr
Kim Meth, adv & pr super

Advertising Agency

Young & Rubicam, New York—Gordon Weaver, president-Y&R Entertainment; Steve Rose, exec vp-Y&R Entertainment, Richard Kahn, vp-Y&R Entertainment, Bob Jahn, creative dir-Y&R Entertainment.

Top 25 spot tv advertisers by % change

of the second 100 leading national advertisers

Rank	Advertiser	Spot tv ad expenditures ($000) 1984	1983	% chng	1984 as % of co.'s ad total
1	**Revell**	16,908.8	666.1	2,438.5	67.8
2	**Citicorp**	20,495.1	8,092.8	153.3	64.1
3	**Household International**	20,228.6	12,762.0	58.5	62.5
4	**American Stores Co.**	26,762.8	17,872.0	49.7	94.7
5	**Hattori Corp. of America**	17,753.9	12,796.8	38.7	49.9
6	**May Department Stores Co.**	18,382.7	13,460.7	36.6	85.1
7	**Imasco U.S.A.**	23,760.2	18,457.8	28.7	73.0
8	**Dayton-Hudson Corp.**	31,076.4	24,936.9	24.6	81.9
9	**Kroger Co.**	22,703.6	19,609.0	15.8	90.3
10	**Estee Lauder Inc.**	19,927.0	17,413.7	14.4	50.3
11	**Scott Paper Co.**	20,923.8	18,646.0	12.2	73.3
12	**MCI Communications Corp.**	32,829.3	29,259.9	12.2	91.0
13	**Jerrico Inc.**	19,951.3	18,091.7	10.3	98.8
14	**Safeway Stores**	20,348.1	18,469.5	10.2	83.0
15	**Southland Corp.**	14,054.0	13,001.8	8.1	38.0
16	**Federated Department Stores**	26,216.6	24,569.9	6.7	86.6
17	**A.H. Robins Co.**	27,869.8	26,303.6	6.0	78.4
18	**Lucky Stores**	20,237.8	19,244.4	5.2	87.6
19	**Reynolds Metal Co.**	21,885.1	21,310.1	2.7	84.0
20	**Triangle Publications**	21,613.9	21,423.6	0.9	64.9
21	**Exxon Corp.**	16,238.8	16,210.1	0.2	63.5
22	**Chesapeake Financial Corp.**	18,105.9	22,685.2	(20.2)	72.9
23	**Southwestern Bell Corp.**	19,460.5	N/A	N/A	69.8
24	**Pacific Telesis Group**	17,494.6	N/A	N/A	78.9
25	**NYNEX**	14,536.2	N/A	N/A	72.6

Source: Broadcast Advertisers Reports as supplied to Leading National Advertisers Inc.

Dow Chemical Co.

Midland, Mich.

RANK 109

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	11,418.0	10,951.0	4.3
Net income	585.0	334.0	75.1
U.S.			
Sales	5,293.0	5,225.0	1.3
Operating profits	379.0	219.0	73.1
Advertising	36.9	27.8	33.0

Dow Chemical Co., Midland, Mich., the second largest U.S. producer of chemicals after Du Pont, continued on the acquisition trail in 1985 that will extend its business franchise further into household products and pharmaceuticals.

Sales in 1984 were up 4% to $11.42 billion, with 1984 net income sharply higher at $585 million, an increase of 75% over the previous year. Dow is the 109th largest national advertiser, with 1984 measured media spending of $36.9 million, 33% ahead of 1983.

Dow acquired in January, 1985, the Texize division of Morton Thiokol, Chicago, for about $300 million. Texize had sales in 1984 of $259 million, up 13% from 1983, and profits rose 4% to $27 million. Texize household brands include Fantastik, Spray 'n Wash, Yes, Glass Plus, KZr, Vivid and Spray 'n Starch.

In the first quarter of 1985, Dow bought entry into the huge Japanese market by acquiring about 20% of Funai Pharmaceuticals. Market watchers also are looking at a possible linkup between Dow and Upjohn.

To package this new activity, Dow launched a new corporate ad program, themed "Dow lets you do great things."

Created by D'Arcy MacManus Masius, Bloomfield Hills, Mich., the campaign was released in Dow manufacturing cities this spring, to be followed by a national launching this fall.

The Texize addition more than doubles the $1.7 billion in revenues currently generated by Dow's consumer specialties group. Revenues of the other three segments in 1984 were: Basic chemicals, $5.34 billion; basic plastics, $1.7 billion, and industrial specialties (proprietary and other special formulations of plastics and chemicals), $2.6 billion.

A harder push for ad promotion on Dow consumer products began in 1984. Spending in six measured media increased 38% to $29.9 million in 1984 to advertise the company's most heavily produced brands, including Dow bathroom cleaner, Handi-Wrap, Saran Wrap and Ziploc bags.

Bathroom cleaner spending increased to $9.2 million in 1984 from $1.6 million in 1983. Handi-Wrap spending jumped 61% to $5.3 million; Saran Wrap dropped 50% to $1.9 million.

Ziploc bag spending was up 5% to $13.6 million. Network tv took the lion's share at $22.7 million, and magazines, $6.02 million.

Although Ziploc spending was down 8.8% to $11 million in 1984 in network tv, magazine spending for Ziploc bags increased 124% to $8.5 million.

In its emerging heavy-industrial changes, Dow is moving to produce materials that will have applications in products where consumer growth rate is 10% to 15% annually, compared with basic chemicals' flat performance.

As if to capsule its new directions, Dow abandoned the natural brine deposits in Midland, which gave the company its start.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,941.8	1,941.8
Magazines	6,018.1	1,628.8
Network cable	176.9	69.8
Spot tv	2,878.3	1,036.2
Network tv	22,673.8	19,628.5
Spot radio	891.2	600.4
Network radio	103.9	430.8
Outdoor	2.7	5.0
Farm pubs	2,257.2	2,437.1
Total measured	36,943.9	27,778.4

DOW CHEMICAL CO.

Marketing Personnel

Paul F. Oreffice, president-ceo
Andrew J. Butler, commercial vp
Keith R. McKennon, group vp
David T. Buzzelli, vp-govt & public affairs
Manson C. Carpenter, dir-communications, Dow Chemical Co.
Robert C. Spears, mgr-mktg communications

Business Group Marketing Personnel

Agricultural Products

John L. Hagaman, genl mgr, vp-Dow Chemical U.S.A.
Gary G. Jones, mgr-mktg resources

Coating & Resins

Anthony J. Carbone, genl mgr
Pete D. Swan, mgr-mktg resources

Consumer Products

Jack R. Lee, vp-Dow Chemical U.S.A.
Ed H. Kiernan, mgr-mktg services

Inorganics

Donald S. Pirkle, genl mgr-vp-Dow Chemical U.S.A.
Art R. Link, mgr mktg resources

Organics

James H. Gowell, genl mgr-vp-Dow Chemical U.S.A.
Harry J. Ignatowski, mgr-mktg resources

Plastics

Peter R. Lehman, vp-Dow Chemical U.S.A.
Jim R. Stoppert, field sales mgr

Specialty Chemicals & Fabricated Products

Mike Parker, genl mgr-specialty chemicals
Chuck McCoy, genl mgr-membranes

Texize

Jack F. Mayer, president
Mike Browner, dir-mktg services

Urethanes

Tom K. Smith, genl mgr

Merrell Dow-Pharmaceutical

David B. Sharrock, genl mgr

Advertising Agencies

Agricultural Products

Bader Rutter, Milwaukee, Wis.—Dursban, Garlon, Vikane, Tandem, Verdict, Tordon, Lontrel, Grazon—John Sargent, acct super.

Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Ia.—Lorsban insecticides, Telone, Plictran—F.C. Baker, vp-acct super.

Vitt Media Intl, New York, N.Y.—media consultants—F. Richard Olsen, vice chmn.

Coatings & Resins

Misamore Advertising & PR, Grand Rapids Mich.—epoxies, resin intermediates, latex—Robert Cook, vp.

Consumer Products

Della Femina, Travisano & Partners, Grand Rapids, Mich.—all consumer products except Microfreez—Ed Tedeschi, David Sparks, mgmt supers; Joann Tilove, acct exec.

Workshop West, Los Angeles, Cal.—Ziploc Microfreez—Elliot Uberstine, Mike Lindsay.

Vitt Media Intl, New York—media consultants—F. Richard Olsen, vice-chmn.

Inorganics

Misamore Advertising & PR, Grand Rapids, Mich.—solvents and magnesium—Robert Cook, vp.

Organics

Sefton Associates, Grand Rapids, Mich.—organic prods—Gary Petertyl, senior vp.

Plastics

Alexander Marketing Services, Grand Rapids, Mich.—all plastic prods—Thomas J. Kreuger, exec vp.

Specialty Chemicals & Fabricated Products

Alexander Marketing, Grand Rapids, Mich.—films, foams, energy water and process prod, plastic lined pipe, brine chemicals, industrial specialties—Richard Hill, vp-acct super; Thomas J. Kreuger, exec vp; Robert Milroy, vp-acct group super.

Jayme Organization, Cleveland, O.—all Styrofoam prods—Mark Crowley, acct exec; Dan Smith, acct mgr.

Sefton Associates, Grand Rapids, Mich.—gas spec—Gary Petertyl, senior vp.

Scott & Miller, Saginaw, Mich.—support agency for SCFP business—Tom Leinberger, president-creative dir.

AMPM, Midland, Mich.—support agency for SCFP business—Leslie Parsons, vp.

Urethanes

Bowes & Hanlon, Atlanta, Ga.—carpet backing prod—Ken Bowes.

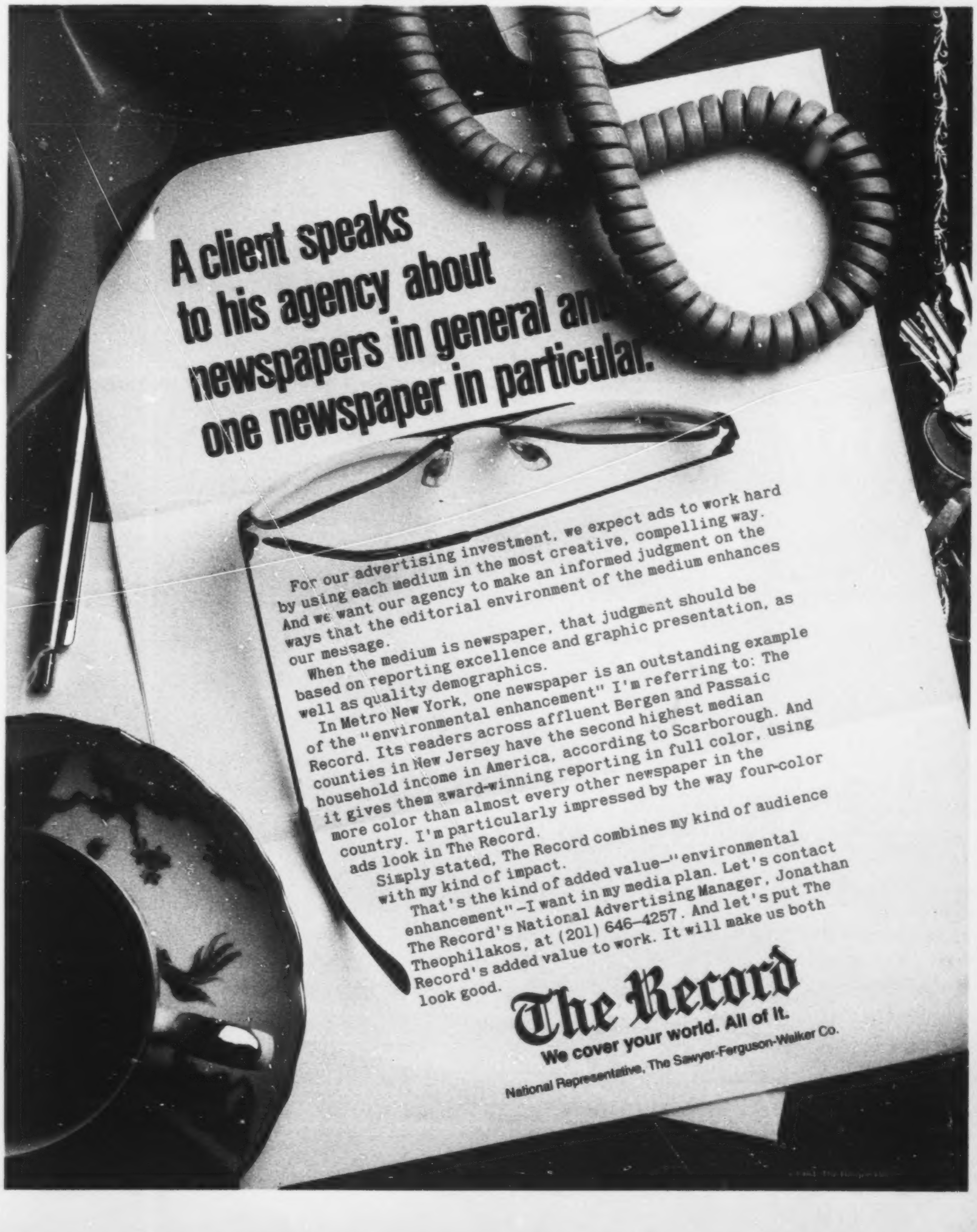
Sefton Associates, Grand Rapids, Mich.—Spectrim, Voranol, Voranate—Gary Petertyl, senior vp, Greta Bolger, acct exec.

Merrell Dow Pharmaceutical

Medicus Intercon (div of Benton & Bowles), New York, N.Y.—Nicorette, Seldane—Jennifer Greenblatt, acct super.

Healthmark Communications, New York—Lorelco—Michael Nassoff, acct exec.

Shaller, Rubin & Winer Inc., New York—all otc prod including Cepacol, Cepastat and Novahistine cough and cold preparations—Mel Rubin, president; Ben Garrett, acct exec.



A client speaks to his agency about newspapers in general and one newspaper in particular.

For our advertising investment, we expect ads to work hard by using each medium in the most creative, compelling way. And we want our agency to make an informed judgment on the ways that the editorial environment of the medium enhances our message.

When the medium is newspaper, that judgment should be based on reporting excellence and graphic presentation, as well as quality demographics.

In Metro New York, one newspaper is an outstanding example of the "environmental enhancement" I'm referring to: The Record. Its readers across affluent Bergen and Passaic counties in New Jersey have the second highest median household income in America, according to Scarborough. And it gives them award-winning reporting in full color, using more color than almost every other newspaper in the country. I'm particularly impressed by the way four-color ads look in The Record.

Simply stated, The Record combines my kind of audience with my kind of impact.

That's the kind of added value—"environmental enhancement"—I want in my media plan. Let's contact The Record's National Advertising Manager, Jonathan Theophilakos, at (201) 646-4257. And let's put The Record's added value to work. It will make us both look good.

The Record

We cover your world. All of it.

National Representative, The Sawyer-Ferguson-Walker Co.

Exxon Corp.
New York

RANK 153

($ figures = 000,000,000)

Worldwide	1984	1983	% chg
Sales	94.7	97.3	-2.7
Net income	5.0	5.5	-9.1
U.S.			
Sales	25.4	24.4	4.4
Operating profits	8.4	8.1	3.3
Advertising	0.0256	0.0254	0.6
Division sales			
Petroleum/nat. gas	85.4	83.6	2.2
Chemical prods.	6.9	6.4	7.5
Other	3.6	3.4	4.6

The world's largest oil company, Exxon Corp., continued scaling back refining and marketing operations and selling unprofitable operating units in 1984 as it aggressively countered difficult economic conditions forcing a restructuring of the oil industry. Exxon's success, however, is measurable in record earnings for the year despite intense competition in the markets for oil, natural gas and chemicals.

New York-based Exxon was the 153rd largest U.S. advertiser in 1984 with total measured spending of $25.6 million, up less than 1% from 1983.

Motor oil was one category in 1984, however, where Exxon substantially increased its measured ad spending compared with 1983. National rollout of Exxon Uni-Flo 10W-30, a high-performance motor oil for cars and light trucks, spurred an increase in measured spending to nearly $6 million in 1984, up from less than $500,000 1983. Spending was divided 70% spot tv, 29% magazine and 1% outdoor.

The majority of Exxon's measured spending, $11.7 million, was allocated to spot tv for gasoline products, a 4% increase over 1983.

Exxon's net income in 1984 was up 12% to $5.5 billion. Sales and operating revenues for 1984 were $95 billion, up 3% from 1983. Improved earnings, for the most part, were the result of efficiency measures and greater production of crude oil and natural gas at the well. Profits from oil exploration and production in 1984—where the real money always has been made—were up 17% to $4.8 billion. In the first quarter of 1985, they were up 4.4% over 1984 levels.

Profits tumbled 10% for the first quarter of 1985, although per-share earnings fell just 2.3% as a result of stock repurchases. Revenue dropped 7.2% for the year to $23.1 billion. The results reflected slower economic growth, industry overcapacity in downstream operations and a strong U.S. dollar.

Excess industry capacity in refining and marketing continues to squeeze profit margins. That trend picked up strength during the second half of 1984 when the industry began drawing on stocks of crude oil accumulated earlier in the year, combined with a slowing of the U.S. economy. (Fears of attack on shipping in the Persian Gulf caused a buildup of crude in the spring of 1984.) Profits for Exxon's downstream operations in 1984 fell 68% below 1983 levels to $357 million. For the first quarter of 1985, worldwide refining and marketing earnings dropped 84%.

Because most analysts are predicting about 1% growth a year in demand for oil, Exxon has taken drastic steps to cut back on its refining and marketing operations. Consequently, Exxon is shrinking. As it scales back operations, it is improving the efficiency of its core business in oil, natural resources, chemicals, electrical equipment, refining and marketing.

Since 1979, when the Organization of Petroleum Exporting Countries doubled the price of a barrel of oil, Exxon has scaled back refining capacity by 30%, selling or closing 14 refineries. In 1984, Exxon closed its refinery on the Caribbean island of Aruba.

Without further reductions in refining and marketing capacity, however, limited growth in demand will not permit the oil industry to grow out of its problems in the foreseeable future, Exxon executives say. As a result, the company continues to upgrade its retail outlets by consolidating volume in fewer and larger sites. In 1983, Exxon withdrew from portions of five states where it was not able to compete effectively, selling about 800 stations in parts of New England, Kentucky and Ohio.

Since 1979, the company has cut 2,000 low-volume service station units, 25% of its worldwide chain, and at the same time increased gasoline volume sold per station by an average of 30%. It has been redesigning the appearance of the stations, completing 7,500 since 1981.

In addition, Exxon is divesting unprofitable business units. In January, 1985, Olivetti agreed to acquire the non-U.S. assets of Exxon Office Systems. A month later, a similar agreement was made with Lanier Business Products covering U.S. operations. Measured advertising for Exxon office systems in 1984 totaled $1.9 million, a 44% drop from 1983.

The selling of its office systems unit marked the end of a hard-fought battle to gain increased market share for its Vydec, Qyx and Quip products. Exxon is believed to have sunk hundreds of millions of dollars into the office systems venture, taking a loss of about $30 million on the sale.

But dumping the office systems unit fits with Exxon's over-all strategy, as outlined by chairman Clifton C. Garvin: "Our goal is clear: To be the most efficient competitor in each of our businesses—in oil and gas, in chemical, and in every other activity."

The line of succession at Exxon was firmed up in May, 1985, when Lawrence G. Rawl was elected president succeeding Howard C. Kauffmann, who retired. Mr. Garvin is expected to retire in 1986 when he reaches 65.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	3,442.7	3,442.7
Magazines	4,804.3	3,320.7
Network cable	0.0	28.8
Spot tv	16,238.8	16,210.1
Network tv	0.0	1,110.5
Spot radio	266.8	407.2
Network radio	0.0	579.9
Outdoor	838.7	350.0
Total measured	25,591.3	25,449.9

EXXON CORP.
1251 Avenue of the Americas
New York, N.Y. 10020
(212) 333-6900

Marketing Personnel

S. Stamas, vp-public affairs

Advertising Agency

McCaffrey & McCall, New York—William Vieser, senior vp-group acct dir; John Collins, senior vp-mgmt super; Sheilah Walker, acct super.

McCann-Erickson, Houston—J.W. Collins, acct dir.

EXXON CO. USA.

Marketing Personnel

R.P. Larkins, vp-mktg

Advertising Agency

McCann-Erickson, Houston—corporate—J.W. Collins, acct dir; Eric Herbst, acct exec-gasoline; Al Kehr, acct exec-motor oil.

EXXON CHEMICAL
Houston, Tex.

Marketing Personnel

R.W. MacDonald, mgr-public affairs
G.W. Laird, mgr-mktg services
D.R. Grant, mktg services coordinator
B.B. Demby, mktg services senior coordinator
H.R. Irvine, mgr-govt relations
R.L. Fornshell, dir-automotive
J.J. Costolnick, vp-aromatics
K.A. Fulton, mktg mgr-aromatics
E.S. Gangluff, vp-olefins
L.L. Luntz, mktg mgr-olefins
M.H. Mayer, vp-plasticizers and intermediates
A.R. Schimmenti, mktg mgr-plasticizers and intermediates
M.R. Schimmenti, vp-solvents and agricultural chemicals
R.E. Mantler, mgr-fertilizer
B.F. Newton, mgr-sulfur
J.M. Roll, mktg mgr-solvents and agricultural chemicals
R.F. Humphreys, vp-specialties
G.P. Ahearn, mgr-performance chemicals
G.T. Magee, mgr-adhesion prods
J.L. Hamaker, vp-Paramins
J. Monte Smith, mktg mgr-Paramins
J.R. Eagle, vp-polyethylene
S.A. Perlman, mktg mgr-polyethylene
G.A. Rizzo, vp-polypropylene
F.J. Steininger, mktg mgr-polypropylene
C.J. Jankowski, vp-ElasTomers
A.F. Cody, mgr-Vistalon polymers
E.J. Merkel, mgr-Butyl polymers
N.R. Roux, vp-fabricated prod
T.S. Grant, mgr-film div
W.O. Crabtree, mgr-industrial textiles div

Advertising Agency

(In-house)

Federal Express Corp.
Memphis

RANK 115

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	1,436.3	1,008.1	42.5
Net income	115.4	88.9	29.8
Advertising	34.9	24.3	43.6

Federal Express Corp., with its Superhub operations and headquarters in Memphis, Tenn., continues to heavily advertise its fast delivery services, making it the 115th largest national advertiser in 1984. Total measured ad expenditures for 1984 were $34.9 million, up 43.6% from the previous year.

Net income for 1984 increased 30% to $115.4 million on revenues of $1.44 billion, up 44% from the previous year. Since the end of the fiscal year in May, 1984, total revenue has continued to rise but earnings have dropped. For the first three quarters of fiscal 1985,

the eighth sister

great body
Savvy
Breaking Through To the Top
McCall's
How to dress right
New Woman
Ms
WOMEN—A NEW SUPERPOWER?

Completes the women's magazine puzzle.

You've been sold the idea that if you put your advertising in a select group of women's magazines you'll reach all the women worth reaching, right?

Wrong!

Want a bigger return on your advertising investment?

Simple.

Include ESSENCE in your next women's magazine buy.

ESSENCE
ESSENCE WOMEN MEAN BUSINESS

THE TOLL-FREE 24 HOUR 7 DAY ANSWER

USA 800

People respond more quickly (at no cost to them at less cost to you) when all they have to do is "pick up the phone." There's no delay from impulse to order. The customer calls to order your product or request information about your service immediately! There are over 10,000 TOLL-FREE lines in use right now, handling over 1 million calls daily! Give us a call!

WHAT MORE COULD YOU ASK FOR ?

CALL TODAY TO FIND OUT MORE!

USA 800 1-800-821-7700
ext. 2000

ending in February. Federal Express recorded net income of $34.2 million, off 60%, on revenues of $1.438 billion, up 40%.

Income was hurt by startup costs of Federal Express' electronic ZapMail service, but income also benefited from the sale of some of the company's smaller Dassault aircraft used in feeder line service and from a $6.5 million tax credit.

New for Federal Express this year were ZapMail, a modest but strategic move into foreign express service and the addition of order expediters.

Heaviest ad spending was for ZapMail, which at $14.2 million got more than 40% of the total, and for the fast delivery service, which still gets the biggest piece of the ad pie, $19.5 million in measured spending.

ZapMail, introduced in July, 1984, is a fast-delivery service that electronically transmits letters and documents over terrestrial telephone and satellite transmission circuits. Standard delivery time is two hours and can be cut to one hour if transmission is directly from sender to recipient instead of via a Federal Express Business Service Center. The company has some 300 of these walk-in centers, each offering a full range of Federal Express services.

At the heart of ZapMail is facsimile transmission equipment developed by NEC Electronics and so far, exclusive with Federal Express. The company says it has orders for 6,000 of these sending/receiving systems for placement at customer locations and have installed nearly 700. Charges are by monthly lease fees and a per-page tariff.

ZapMail has not come cheaply for Federal Express. So far in fiscal 1985, it has cost the company $90 million in pretax operating losses. Also, Federal Express has run into competition from MCI Mail, Western Union Easy Link and facsimile equipment makers including Xerox and Panafax.

Heaviest measured advertising for ZapMail has been tv, both network and spot, which totaled about $12 million for the year.

Federal Express made numerous other technical, logistic and equipment changes during the year. It is now using DADS (Digitally Assisted Dispatch System), a hand-held electronic instrument that receives and records dispatch information even when the driver is not in the van.

Also, Federal Express is improving its electronic COSMOS system for finding a customer's shipment anywhere in transit; buying 11 big McDonnell Douglas and Boeing jets and 30 smaller Cessna turboprops for feeder line service; expanding its Superhub facilities at Memphis International Airport, and planning to expand the concept of regional sorting—instead of feeding every piece through the Memphis Superhub—by emulating the Newark, N.J., Metroplex Center in Boston, Chicago, Oakland and Los Angeles.

Federal Express expects that by June, 1985, about 25% of its volume will go directly through such regional sorting centers instead of all funneling through Memphis. Annual package volume jumped to 67 million pieces in 1984, compared with 43 million in 1983 and 32 million in 1982.

Looking to expand beyond the U.S., the company in 1984 acquired Gelco Express International, a worldwide courier service, and will fold it into the Federal Express organization and identity.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,051.8	1,429.9
Network cable	710.5	0.8
Spot tv	6,959.0	2,765.5
Network tv	23,674.8	20,005.3
Spot radio	448.4	41.7
Outdoor	22.4	31.6
Total measured	34,866.9	24,274.8

FEDERAL EXPRESS CORP.
Memphis International
Airport
2990 Airways Blvd.
Memphis, Tenn. 38131
(901) 369-3600

Marketing Personnel

Thomas R. Oliver, sr vp-mktg
Carole Presley, vp-corp mktg
David Schoenfeld, vp-electronic mktg

Advertising Agencies

Ally & Gargano, New York—Dennis Visich, acct exec.

McCann-Erickson, Atlanta—international service—Neil Howard, senior vp, genl mgr (handling before appointment of an acct exec).

Federated Department Stores

Cincinnati

RANK 135

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	9,672.3	8,689.6	11.4
Net income	329.3	338.3	-2.7
Advertising	30.3	28.4	6.7
Division sales			
Department stores	6,566.6	5,970.3	10.0
Mass merchandising	1,059.9	991.1	7.0
Supermarkets	1,711.3	1,473.7	16.2
Other	334.5	254.5	31.5

Federated Department Stores, Cincinnati, the 135th largest U.S. advertiser with measured media spending in 1984 of $30.3 million, made new and revised growth strategies in the face of mounting price competition and softening consumer demand.

Federated units also attempted to stimulate sluggish consumer demand through advertising, increasing the measured total by 6.7%.

Most of 1984's spending increases resulted from a 7% increase in spot tv to $26.2 million. Federated divisions used spot tv for the bulk of advertising, supplemented by small measured spending in magazine, newspaper and spot radio.

Increased advertising, however, failed to offset decreasing margins, affected by an overly aggressive inventory buildup in the department store segment that led to extensive merchandise markdowns, further dampening profits.

Net earnings for the fiscal year ended Feb. 2, 1985, were $286.7 million, excluding the sale of equity interests in two shopping centers, an 8% decrease from 1983, also excluding unusual items. Sales for the year were $9.67 billion, an increase of 11.3% over the previous year.

The same sales-earnings pattern carried over into the first quarter of the current fiscal year. Sales rose about 8% to $2.17 billion from the year earlier, but earnings of $706.6 million increased only 4.2%. As a result of weak earnings, Moody's Investors Service in May, 1985, reduced the senior debt rating of Federated to double A-2 from triple-A.

Moody's analysts say Federated has been "slow in reacting to merchandising changes in department and specialty-store retailing" and has allowed a portion of its customer base to slip away. Moody's expects the retailer's profitability to improve as it installs cost-containment and computerization systems, disposes of unprofitable divisions and changes inventories.

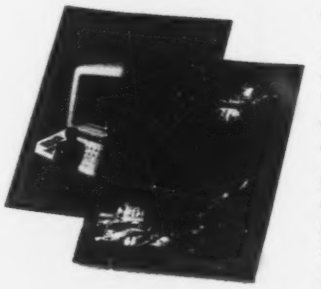
In 1984, Federated began implementing strategic changes in its department store segment with the aim of improving return on investment through increased market share.

New store openings and remodeling for more efficient use of merchandising space were keys to growth for the year, with the opening of 45 new stores.

Federated store divisions include Abraham & Straus, Bloomingdale's, Bullock's, Burdines, Filene's, Filene's Basement, Foley's, Gold Circle Goldsmith's, Lazarus, I. Magnin, MainStreet, Ralph's grocery, Rich's, Richway, Sanger Harris/Levy's, Shillito-Rikes stores and The Children's Place.

Significant 1984 investments included big outlays for MainStreet, a new family department store for moderate-income customers, which opened Nov. 1, 1984, with three stores in Chicago. Six more MainStreet stores are scheduled to open in 1985-86.

ROTARIANS...you can't find a better upscale male audience!



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The Rotarian
Advertising Department
1600 Ridge Avenue
Evanston, Illinois 60201

Substantial funds also were spent in 1984 to continue Bloomingdale's national growth, now totaling six stores, including an opening in Miami, and remodeling of the Manhattan flagship. In March, 1985, Federated disposed of Boston Stores, which included eight units in Wisconsin, for $80 million to P.A. Bergner Co., Peoria, Ill.

Federated announced plans to spend $649 million through 1989 on new stores, down from $971 million in 1980-84. Of this total, 41% is planned for department stores, 7% mass merchandising stores, 14% supermarkets and 38% other stores. As Federated opens new outlets, its five-year growth strategy has been to gradually expand from its base in upscale department stores into mass merchandising, grocery and other forms of retail.

Net sales from department stores have fallen from 72.5% of total sales in 1980 to 67.9% of total in 1984. During the same period, net sales from mass merchandising, supermarket and other retail outlets increased from 27.5% to 32.1%, a net change of 4.6% with each 1% of net sales in 1984 worth $96.7 million.

Department stores continued to contribute the majority share of operating profits, however—89.3% ($619.8 million) in 1984 compared with 8% ($73.9 million) for all other retail outlets. Operating profits from other retail units were offset by the cost of expansion and startups.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	2,748.0	2,385.9
Spot tv	26,216.6	24,569.9
Spot radio	1,251.6	1,394.6
Outdoor	62.8	14.2
Total measured	30,279.0	28,364.6

FEDERATED DEPARTMENT STORES
7 West Seventh St.
Cincinnati, O. 45202
(513) 579-7000

ABRAHAM & STRAUS
Brooklyn
Marketing Personnel
Doris Shaw, senior vp-sales promo & adv
Francisco Cantarella, senior vp-dir pub affairs
Nancy Ryan, vp-adv
Advertising Agency
(In-house)

FILENE'S
Boston
Marketing Personnel
John Ward, senior vp-mktg
Charlotte Brewer, vp-adv & rsch
Advertising Agency
Direct advertiser.

FILENE'S BASEMENT
Wellesley, Mass.
Marketing Personnel
Sam DePhilippo, vp-mktg & planning
Advertising Agency
Direct advertiser.

GOLDSMITH'S
Memphis
Barbara Blumenfeld, vp-sales promo
Dorothy Stanton, adv dir
Advertising Agency
Direct advertiser.

I. MAGNIN
San Francisco
Marketing Personnel
Wilmer Weiss, senior vp-communications
Virginia Ferrand, adv dir
Advertising Agency
Direct advertiser.

SANGER HARRIS
Dallas
Marketing Personnel
Linda Knight, vp-mktg & sales promo
Wayne Franks, vp-adv
Brenda Fellows, vp-mktg
Barbara Haskett, vp-pr
Advertising Agency
Pacific Advertising (in-house)

FOLEY'S
Marketing Personnel
Myrna Phillips, vp-adv & sales promo
Shelby Cochran, operating vp-creative dir
Kay Kent, dir-sales promo business & broadcast
Ed Smith, dir-special events
Advertising Agency
Taylor, Brown & Barnhill, Houston—Don Brown, president; Linda Hine, acct super; (much of the adv work is done in-house)

RALPH'S SUPERMARKETS
Compton, Cal.
Marketing Personnel
Patrick Collins, president
Al Marasca, exec vp-mktg
Frank Chessman, vp-sales & adv
Advertising Agency
DJMC, Los Angeles—Jim McKenna, vp-mgmt super

BLOOMINGDALE'S
Marketing Personnel
Gordon Cooke, exec vp-sales promo
Mary Joan Glynn, vp-mktg
John Jay, vp-creative dir
Advertising Agency
Grey Advertising, New York—John G. Marder, exec vp; Herb Lieberman, senior vp; Judy Owens, mgmt super

BURDINE'S
Miami
Marketing Personnel
David Dyer, senior vp-dir mktg
Linda Frankel, operating vp-dir ads
Jorge Lopez, operating vp-adv admin & prod
Jane Smiley, operating vp-special events & publicity
Advertising Agency
(In-house)

RICH'S
Atlanta
Marketing Personnel
Donald Van Suilichem, senior vp-dir of mktg
Alma Freedman, div vp-dir of adv
Roger Nullman, div vp-visual merch
Advertising Agency
(In-house)

LAZARUS
Columbus, O.
Marketing Personnel
Don Oscarson, senior vp-mktg
Robert Goldsmith, vp-adv
Advertising Agency
Ron Foth Retail, Columbus, O.—broadcast only (print is in-house)—Ron Foth, president-acct super; Jennifer Lyon, acct exec

RICHWAY
MASS MERCHANDISING
Marketing Personnel
Ann Bergstrom, div vp-adv & sales promo
Advertising Agency
W.B. Doner, Southfield, Mich.—Tom Hirschauer, senior vp-mgmt super; Glenda Cole, acct super; Marcia Bumler, asst acct exec

SHILLITO-RIKES
Cincinnati
Marketing Personnel
Tim Worcester, senior vp-mktg & sales promo
Bob Rogers, operations vp-adv dir
Herbert Frager, operations vp-creative
Rich Colvin, mktg rsch dir
Advertising Agency
(In-house)

BULLOCK'S
Los Angeles
Marketing Personnel
Jack Macauley, vp-public affairs
William Carroll, vp personnel
Judy Farris, vp-sales promo & mktg
Advertising Agency
(in-house)

Firestone Tire & Rubber

Akron, O

RANK 199

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	4,001.0	[illegible]	9.0
Net income	102.0	[illegible]	-8.1
U.S.			
Sales	2,869.0	[illegible]	8.8
Operating profits	29.0	[illegible]	-76.4
Advertising	19.9	[illegible]	70.5
Division sales			
Tires auto parts	3,569.0	[illegible]	6.4
Diversified prods	432.0	[illegible]	38.1

Firestone Tire & Rubber Co., Akron, in a major marketing change in 1984, is pushing to develop a nationwide chain of MasterCare service centers for complete auto servicing to complement tire sales.

Firestone, the 199th largest national advertiser, looked to be on its way to securing acceptance of its new retail centers by Jan. 31, 1985, the end of its first quarter of fiscal 1985. Operating income from tire and automotive-service retailing activities in the U.S. totaled $3 billion in the quarter, compared with a loss of $3 million a year earlier.

Total net income for the company was down 19% to $17 million, and net sales were off 3.7% to $903 million primarily because of depressed international conditions.

Top 25 network tv advertisers by % change

of the second 100 leading national advertisers

Rank	Advertiser	Network tv ad expenditures ($000) 1984	1983	% chng	1984 as % of co.'s ad total
1	ConAgra	$16,148.9	$4,725.5	241.7	55.3
2	Ciba-Geigy Corp.	18,310.4	5,570.7	228.7	51.9
3	MGM/UA Entertainment Co.	22,764.8	11,120.0	104.7	76.5
4	NCR Corp.	17,272.0	10,302.4	67.7	71.2
5	G.D. Searle & Co.	30,566.3	20,257.3	50.9	77.8
6	Hallmark Cards	27,812.9	18,668.2	49.0	69.0
7	Jeffrey Martin Inc.	21,518.2	15,351.7	40.2	58.5
8	MasterCard International	18,948.4	13,923.1	36.1	68.0
9	United Biscuits	20,861.7	15,442.3	35.1	67.8
10	Helene Curtis Industries	30,606.9	24,388.5	25.5	92.0
11	Block Drug Co.	19,524.1	15,630.7	24.9	63.2
12	Carter-Wallace	17,033.4	13,792.0	23.5	71.5
13	SmithKline Beckman Corp.	22,871.4	19,258.1	18.8	79.3
14	Federal Express Corp.	23,674.8	20,005.3	18.3	67.9
15	Dow Chemical Co.	22,673.8	19,628.5	15.5	61.4
16	Tambrands	22,643.6	19,815.7	14.3	71.1
17	E&J Gallo Winery	30,614.5	28,798.3	6.3	93.1
18	Mennen Co.	26,342.2	25,293.7	4.1	85.1
19	Prudential Insurance Co. of America	19,830.6	19,316.2	2.7	78.1
20	20th Century-Fox Film Corp.	22,019.8	24,266.3	(9.3)	66.4
21	Commodore International	22,407.3	26,600.4	(15.8)	65.4
22	North American Philips Corp.	17,145.0	20,449.7	(16.2)	57.2
23	Thompson Medical Co.	18,485.0	25,685.5	(28.0)	47.0
24	Polaroid Corp.	17,336.9	25,855.6	(32.9)	55.5
25	Atari Corp.	18,027.5	50,035.4	(64.0)	85.2

Source: Broadcast Advertisers Reports as supplied to Leading National Advertisers

For fiscal 1984, ended Oct. 31, 1984, net income was $102 million, down 8.1%, on revenues of $4 billion, up 9% from the previous year. Advertising expenditures, signaling the new MasterCare program, jumped 70.5% to $19.9 million in 1984. Of that total, about $15 million was for Firestone's auto centers, quadrupling 1983's spending of $3.7 million. The company's only network tv spending in 1984 was for auto centers—$12.2 million, the largest network tv campaign in the company's history.

Other Firestone 1984 advertising was a good deal smaller, by comparison, including $2.2 million for auto tires, up 75%, and $1.25 million for truck tires, 10 times 1983's spending. Battery spending, however, was off 65% to $307,200.

Firestone believes that its centers will build tire sales, an area in which it is in good shape competitively.

With its Firestone, Dayton, Road King brand tires and many private labels, it is one of the five largest tire makers in the world, and the second largest in North America with 17% share of the U.S. and Canadian markets. Goodyear is first with about 30%. It's the largest supplier to Ford and a principal source for General Motors, Deere & Co. and other agricultural implement makers.

To further cut inefficiency and assure better profitability, Firestone has sold rubber plantations, closed tire manufacturing plants and sold its auto passenger-restraint and foam products businesses because of their ties to the auto-production industry that made return on investment too long term.

The kinds of businesses it has kept are the rubber roofing production because demand for that type of roofing is growing about 20% a year. It also is holding on to those related areas close to its basic tire business—steel wheels, air-bag suspension, synthetic rubber and tire cord.

At work on the tire-auto store project for about three years, Firestone has made numerous market research findings that helped boost its MasterCare launch. The total U.S. auto services market is worth $65 billion annually, increasing at a rate of $3 billion to $4 billion a year; the average car owner visits an auto service center 14 times between tire purchases; the average age of cars on the road in the U.S. now is seven years, the highest since World War II, but the number of gas stations and auto dealers with repair shops is dropping.

Convinced by these findings, Firestone has set out to put together its chain, buying 250 of J.C. Penney Co.'s free-standing auto centers when Penney left that field, and revamping many of the existing Firestone-owned and dealer-owned Firestone tire stores.

Firestone is marketing the resulting chain of nearly 1,600 MasterCare Centers by advertising, "Come in America, drive on down to Firestone." Goal of the campaign is to depict the MasterCare center as a place to sell the Firestone stores as a brand.

ADVERTISING EXPENDITURES

	1984	1983
Magazines	3,796.0	2,387.6
Network cable	413.4	491.0
Spot tv	3,159.0	4,081.8
Network tv	12,152.7	4,622.7
Spot radio	334.4	41.7
Outdoor	26.0	35.0
Total measured	19,881.5	11,659.8

FIRESTONE TIRE
& RUBBER CO.
1200 Firestone Pkwy.
Akron, O. 44317
(216) 379-7000
Marketing Personnel
Benjamin G. Ammons, exec vp-mktg
Gerald R. Kerr, vp-ads
Anthony J. Pence, creative dir
Charles M. Kosich, retail adv mgr
Terry L. Gould, prod coord
Advertising Agencies

Saffer, Cravit & Freedman, Toronto—Firestone retailers, tires & service—Terry Morgan, senior vp-acct services; Dave LaFerle, acct super; Gary Strong, senior acct super

Advanswers, St. Louis, Mo.—Firestone retailers, tires & services, network tv—John Marlow, senior vp-mktg dir; Fred Webber, senior vp-project group dir; Vern Mottert, assoc group dir.

Brubaker, Cole & Associates, Hudson, O.—commercial tires and performance tires—Dave Cole, chmn; Dave Ferry, vp.

Karis Advertising, Cleveland, O.—Dayton tires—Pete Karis, president.

State of Florida

Tallahassee

RANK 130

($ figures = 000,000)

Worldwide U.S.	1984	1983	% chg
Sales	NA	NA	NA
Net income	NA	NA	NA
Advertising	30.0	NA	NA

The State of Florida, ranked the 130th largest national advertiser in 1984, spent $30 million in measured media to promote citrus fruit, scenery, healthy business climate and even specialized technical courses at the Florida Institute of Technology.

The big citrus program is handled by the Florida Citrus Commission, an arm of the State of Florida, and funded by the citrus growers through an excise tax on every box of fruit. The commission gets no other financial support. The 50-year-old commission is responsible for regulation, research and promotion of the Florida citrus industry.

Spending directed by the commission totaled about $26 million in 1984, including $20 million for frozen orange juice, $2.5 million for grapefruit juice, $2.5 million for fresh grapefruit, and $1 million for fresh oranges, tangerines, tangelos and Temple oranges. The great bulk of the spending on orange juice was for tv. About $3 million went for print, including magazine, inserts and newspaper supplements.

Increased spending by the citrus industry is already in the works following the disastrous freeze that blanketed the state earlier this year. The freeze effected higher than usual price hikes, a fact the industry will attempt to offset by pushing product quality.

Florida state advertising for tourists comes in two varieties: Out-of-state to attract tourists, and in-state to convince Floridians of the value of the big tourist influx. Total tourism spending in 1984 was $4.3 million, according to state officials, heavy on spot tv and print, timed for different periods of the year and aimed at various market segments.

The summer campaign is designed to bring in tourists during that slack season and is aimed at 21 markets in the Midwest, Northeast and Southwest. The winter campaign marries familiar theme lines, such as "When you need it bad, we've got it good," with print and tv images that show singles, couples and families laughing in the sand and surf.

Targeted for this advertising are the coldest states of the North, populous parts of the Southwest and Canada. The Florida Commerce Department estimates that at the height of the winter season, 8% of the population of Canada is in Florida.

In-house, Florida's Commerce Department runs a public service campaign to show Floridians how important tourism is to the state. Images in this campaign include the Orange Bowl at night with lights going on one-by-one, signifying arrival of tourists. Another spot used in a commercial paid for by Chevron Corp. and Hertz Corp. shows visitors hugging on arrival in Florida. The spot is distributed by the state's Commerce Department.

Some local Florida communities—such as Palm Beach, Orlando, Miami and Panama City—do their own tourism promotion, paying for it with local option taxes, however, this spending is not covered in the state's measured advertising.

The Commerce Department's Office of Economic Developments spent about $500,000 in 1984 media advertising on its ad campaigns that had three main themes: Attracting industry in general, assisting Florida industry in its overseas programs and attracting the movie industry.

The U.S. industrial promotion effort is primarily a vertical market print program in major business journals. Its aim is to lure industries in high technology, pharmaceuticals and professionally staffed fields. The movie campaign bears the theme: "Here is Hollywood weather without Hollywood overhead."

Florida's third big area of advertising—education—reflects a demographic change in college and university life. The schools now must compete for students because of the shrunken size of the available student pool and the many appealing specialized programs available to students who are able to be choosy academically and economically.

For the Florida Institute of Technology this means recruitment advertising for two of its programs, flying and ocean diving.

The flying program, at the Melbourne campus, is based on traditional engineering education, leading to degrees ranging from associate (two years) to doctorate. The ocean diving program, at the Jensen Beach campus, is in hands-on applied technology. The degrees range from associate to master's. The institute spends more than $200,000 a year for its recruitment ads in print media, including *Skin Diving* and *Flying* magazines, the *New York Times*, "College Guidance" directory, "Talbot's Guide" and "College Outlook."

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	5,322.7	N/A
Network cable	97.8	N/A
Spot tv	1,478.0	N/A
Network tv	10,586.0	N/A
Spot radio	15.4	N/A
Network radio	0.0	N/A
Outdoor	0.0	N/A
Total measured	31,808.0	0.0

STATE OF FLORIDA
DEPARTMENT OF COMMERCE
DIVS OF TOURISM AND ECONOMIC
DEVELOPMENT
107 W. Gaines St.
Tallahassee, Fla. 32301
(904) 334-4200
TOURISM DIV
Marketing Personnel
Dean [illegible], dir-mktg
Advertising Agency
Beber Silverstein & Partners Advertising, Miami (effective July 1, 1985)—Chuck Roedema, senior [illegible] super.
ECONOMIC DEVELOPMENT DIV
Marketing Personnel
Steve [illegible], dir-mktg
Advertising Agency
Beber Silverstein & Partners Advertising, Miami—Chuck Roedema, senior vp-acct super; Dan Abramson, acct exec; Doris Borakove, acct asst.
FLORIDA CITRUS COMMISSION
P.O. Box 148
Lakeland, Fla. 33802-0148
(813) 682-0171
Marketing Personnel
Ben Hill Griffin III, chairman
Dr. W. Bernard Lester, exec dir
William P. [illegible], dir-mktg
Fred S. [illegible], intl mktg dir
Advertising Agency
Dancer Fitzgerald Sample, New York—Robert K. Eagen, mgmt super.
FLORIDA INSTITUTE
OF TECHNOLOGY
Office of Admissions
150 W. University Blvd.
Melbourne, Fla. 32901
(800) 352-8324
School of Aeronautics
Robert Kirkland, dir-admissions
School of Underwater Technology
& Oceanographics
Robert Cristadoro, dir-enrollment mgmt
Advertising Agency
University Advertising (in-house), Melbourne, Fla.—flying and oceanographic programs—Charlie Hutchins, acct super.

E&J Gallo Winery

Modesto, Cal.

RANK 122

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	N/A	675.0	N/A
Net income	N/A	N/A	N/A
Advertising	32.9	34.8	-5.5

E&J Gallo Winery, weathering a flat to poor year for California wine marketers in 1984, lowered its measured media ad spending in 1984 by 5.5% to $32.9 million.

The Modesto, Cal.-based winery, which has developed a business to cater to most wine tastes, ranked as the nation's 122nd advertiser on the basis of its measured spending, a drop from 108th place in 1983.

Revenues for the privately held Gallo are estimated at $673 million. Gallo is now the largest selling single brand category in the wine and distilled spirits field, based on total dollar volume, number of cases shipped and market share.

Included under this family name is Carlo Rossi wine, E&J California brandy, Andre champagne, a number of novelty wines such as Boone's Farm and Thunderbird, vermouth and liqueur.

The newest addition, Bartles & Jaymes wine cooler, is improbably advertised in a recently introduced tv commercial showing two rustics on a porch.

Gallo's major advertising theme, "All the Best. From Ernest and Julio Gallo," covers a range of wines, including the Gallo branded and the Gallo varietal wines labeled "From the cellars of Ernest and Julio Gallo." This includes such varieties as Chenin Blanc, Ruby Cabernet and Gewurztraminer.

Gallo introduced the Carlo Rossi brand, separately labeled, when it elevated the quality image of the Gallo line to the "Cellars" label and needed a lower price brand to fill the void. Now the company offers wines at three levels: The lower and medium priced jugs and the more costly varietals.

Gallo branding on more expensive varietal line is not a first for the Gallos. Reportedly, they were inspired by the Italian Swiss Colony (now Colony) wine operations in offering a broad range in a popularly priced line, but they began offering in the 1940s more costly varietals.

Today, according to *Impact*, the wine and spirits newsletter, the three Gallo still table wine brands have a 1984 combined U.S. market segment of 36%—up nearly a full market share from 1983. Included in this total is a 17.8% share of the market for the generic Gallo brand including Hearty Burgundy and Chablis Blanc, 16% for Carlo Rossi, the fastest growing brand at Gallo, and 2.2% for Gallo Varietals. Almaden is third with 9.4% of the market.

A first for Gallo was the introduction in 1984 of its first dated varietal wine, a 1982 Cabernet Sauvignon.

Gallo brand media ad spending was down 37%, to $16.4 million in 1984. Of the 1984 total, $16.2 million was network tv.

Andre brand spending, all for network tv, more than doubled, rising to $6.9 million in 1984 from $3.35 million in 1983.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	746.6	2,355.0
Spot tv	1,312.6	2,836.6
Network tv	30,614.5	28,798.3
Spot radio	0.0	313.1
Outdoor	214.0	514.2
Total measured	32,887.7	34,817.2

E&J GALLO WINERY
600 Yosemite Blvd.
P.O. Box 1130
Modesto, Cal. 95353
(209) 579-3111
Corporate Personnel
Ernest Gallo, chmn
Julio R. Gallo, president
Advertising Agency
Ogilvy & Mather, San Francisco—E&J Gallo corp, Gallo varietal—Samuel Hershfield, acct super; Martin Wenzell, acct exec.

Some foreign and/or private companies do not divulge sales or income figures. Where estimates could not be obtained, N/As appear in charts and the boxed information preceding the profiles to indicate "not available."

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BAR LNA

Hallmark Cards

RANK 102

Kansas City, Mo.

($ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	1,500.0	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	40.3	21.1	91.4

Hallmark Cards, Kansas City, Mo., which terms its principal field of business "social expression," ranked as the 102nd largest advertiser in 1984 with measured media spending of $40.3 million, a 91.4% increase over 1983.

Big changes at privately held Hallmark, which had total revenues of an estimated $1.5 billion in 1984, colored the company's advertising picture during 1984. In its dramatic boost of expenditures, the amount for network tv rose nearly 50% to $27.8 million; spending for print rose sharply to more than $11 million in 1984 from only $508,800 in the previous year.

In a major agency shift, Hallmark removed its more than $40 million ad account from Young & Rubicam in May, 1984, because it perceived a conflict between its own needs and those of American Telephone & Telegraph, whose $25 million account Y&R won in early 1984. Hallmark said the conflict came because it and AT&T both required "highly motivational" advertising and promoted themselves as "the best way to share love and affection." Hallmark turned over its account to Ogilvy & Mather, New York.

The company's two card brands, Hallmark and Ambassador, control 40% of the U.S. greeting card market, followed by American Greetings Corp., Cleveland, and Gibson Greetings Cards Inc., Cincinnati, acquired by Walt Disney Productions in early 1984. Hallmark brand cards reach the public through 22,000 retail outlets, half of them gift and stationery shops, and the rest department and drugstores. About 250 of the shops are Hallmark-owned.

The Ambassador line, started in 1959, is sold through 15,000 chain groceries and other mass-market outlets. A separate staff produces and markets Ambassador cards, which Hallmark describes as the third biggest greeting card seller with annual sales exceeding $250 million.

Hallmark's answer to this is a market-expanding multifold strategy: new licensed doll and cartoon characters, toys and gifts that can be marketed in tie-ins with cards, acquisitions of new companies, and investment in other industries.

Yet, a Hallmark spokesman stresses that the company is not veering from its main business. "A lot of media attention has focused on our acquisitions," he says, "but diversification is not where our energies are being spent. Social expression is still 90% of Hallmark."

Social expression was at the core of the company's reorganization in November, 1984, when it created a Social Expression Group to combine marketing and administration of all products in this category into one major management unit. Group vp Robert L. Stark, promoted to senior vp, directs the group.

Advanced card technology also shows Hallmark's continuing emphasis on its main business. A microchip gave Hallmark a new musical card in 1983. Further refinement produced a harmony musical card, first available for Christmas, 1984. In 1983, the company first used lasers to create intricate card designs, and in 1984 developed its "Perspectives" series of six cards bearing 3-D holograms.

Scheduled for completion in late 1985 is the new 170,000-sq.-ft. Technology & Innovation Center, where Hallmark plans for its artists, engineers, technicians and scientists to work together.

In content, Hallmark's cards in 1984 began reflecting sociological changes in U.S. society through its "new relationships" approach—cards for single parents, for homes with an absent father or a step-parent, a Mother's Day greeting that regards a mother not exclusively as a female parent but as someone who cares for children.

New products for 1984, created by the Hallmark Properties subsidiary, are story and doll characters Rainbow Brite and Rose-Petal Place. Mattel Inc. is licensed to make the doll versions. For 1985, there are Hugga Bunch, licensed to General Mills Toy Group, and new photo albums, paper partyware, gift wraps and fancy bags for wine, cookies or jewelry.

News of major acquisitions has come frequently the past few years from Hallmark's Crown Center headquarters, and 1984 was no exception. In March, 1984, Hallmark acquired a British maker of greeting cards and stationery, W.N. Sharpe Holdings, Bradford, England, for $52 million. In August, 1984, Hallmark bought Binney & Smith, Easton, Pa., the Crayola crayon maker, for $203 million. And Feb. 1, 1985, the company paid $50 million to take 30% equity in the textbook publisher and broadcaster SFM Cos. (formerly Scott Foresman & Co.), Glenview, Ill.

Over the years Hallmark has developed or acquired a number of companies, each with a distinctive line, including: Springbok, jigsaw puzzles (1967); Trifari, Krussman & Fishel, fashion jewelry, New York (1975); Charles D. Burnes Co., quality photo frames, Boston (1979); Litho-Krome, color printing, Columbus, Ga. (1979), and Heartline, its own designer-marketer of gifts, mostly plush toys (1983). The Hallmark International segment markets Hallmark products in 122 countries worldwide.

Hallmark employees own one-third of the company, with the remainder controlled by the Hall family. The late Joyce C. Hall at the age of 18 came to Kansas City from Nebraska 75 years ago to sell picture post cards. He stayed to found Hallmark Cards on Jan. 20, 1910. His son, Donald J. Hall, heads the company as chairman.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	11,047.7	508.8
Network cable	83.2	173.0
Spot tv	1,387.6	1,381.4
Network tv	27,812.9	18,668.2
Spot radio	1.6	66.7
Network radio	0.0	276.3
Total measured	40,333.0	21,074.4

HALLMARK CARDS INC.
2501 McGee
P.O. Box 580
Kansas City, Mo. 64141
(816) 274-5111

Marketing Personnel

Ed Disborough, group vp-mktg
Homer Evans, corp vp-Hallmark sales
Clark Randall, corp vp-Hallmark Card prods
Joe Curran, corp vp-Hallmark specialty prods
Bob Firnhaber, corp vp-president, Ambassador Cards
Don Fletcher, corp prod dir-card prods
Joe Nesselhuf, corp prod dir-specialty prods
Brad Moore, dir-adv & tv programing
Bill Stacy, div vp-Ambassador sales
Rich Wadley, corp prod dir-Ambassador
Pat Cullinan, div vp-Ambassador sales devel
Stan Hamilton, president-Hallmark Intl div
Joe Curan, president-Hallmark Properties div
Lanny Julian, vp-genl mgr-Hallmark Properties div

Corporate

Christopher Clouser, corp vp-public affairs & communications
Charles Hucker, dir-corp communications
Nancy Matheny, mgr-mktg communications

Advertising Agency

Ogilvy & Mather, New York—social expression prod—Ken Roman, president; J. Brendan Ryan, senior vp-acct group dir; Linda Cornelius, vp-mgmt super; Stephen Harty, acct super.

BINNEY & SMITH
Easton, Pa.

Marketing Personnel

Jack F. Kofoed, chairman
Richard S. Gurin, president-coo
Lindley C. Scarlett, vp-mktg

Advertising Agency

Needham Harper Worldwide, New York—Crayola prods—James Kuras, president; Richard Murray, senior vp-mgmt rep; Susan Spohn, acct super.

CHARLES D. BURNES CO.
Newton Center, Mass.

Marketing Personnel

Stanely D. Greene, chairman
Charles Gordon, president

Advertising Agency

Jackson-Blum, Boston—picture frames—William Blum, president, acct super.

CROWN CENTER REDEVELOPMENT CORP.
Kansas City, Mo.

Marketing Personnel

Robert A. Kipp, president
James Dawson, vp-mktg

Advertising Agency

Valentine-Radford, Kansas City, Mo.—retail center—Robert Brooks, president; Maureen Gaynor, acct super.

GRAPHICS INTERNATIONAL
Kansas City, Mo.

Marketing Personnel

Alfred R. Sondern, president
Jerry Siebes, vp-Heartline
Keith Ellenberger, vp-trading co. div

LITHO-KROME CO.
Columbus, Ga.

Marketing Personnel

L. Lamar Powers, president-genl mgr

TRIFARI, KRUSSMAN & FISHEL
East Providence, R.I.

Marketing Personnel

Stanley D. Greene, chairman
Thomas H. Johnston, president
Robert D. Sangster, exec vp

Advertising Agency

AC&R Advertising Inc., New York—fashion jewelry—Stephen Rose, chairman; Sheldon Marks, exec vp-mgmt super; Joyce Kayhart, senior vp-acct super.

Hattori Corp. of America

RANK 112

New York

($ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	N/A	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	35.6	27.3	30.5

Hattori Corp. of America, New York, marketer of Seiko, Lorus and Pulsar watches, is the 112th largest advertiser in the U.S., spending 45%, or $9.5 million, of its total measured ad spending in 1984 on spot tv for Seiko watches.

Hattori is a subsidiary of the far-flung Hattori-Seiko Co. Ltd., one of the last family-run industrial empires in Japan. Hattori spent $35.6 million in measured ad spending in 1984, up 30.5% from the previous year. Because most companies in the group are private, including the U.S. subsidiary, consolidated financial results are not disclosed.

Analysts estimate total sales for the entire Hattori-Seiko group, in the fiscal year that ended March 31, 1984, were between $2.5 billion and $3 billion. The group is made up of five companies marketing a variety of watches, clocks, computer peripherals, electronic and high-tech products.

Seiko Time Corp., the New York-based subsidiary that imports and markets Seiko brand watches and clocks, is the flagship of U.S. operations. Other Hattori U.S. subsidiaries are Lorus and Pulsar, both of which market watches and clocks under the same brand names. They, too, are heavy users of spot tv.

In 1984, Lorus spent $3.6 million, 100% of its measured ad budget, on spot tv. Pulsar spent $4.3 million on spot tv for the year, 89% of its measured spending, with an additional $529,000 for magazine.

In terms of brand share, however, by far the most important subsidiary is Seiko. Of the 130 million watches sold in the U.S. each year, Seiko brand holds estimated market share of 2.5% in units.

It is the brand leader among watches priced $125 to $300. Worldwide, Hattori Seiko's has a 12% dollar volume market share. But demand for watches, after tremendous growth through the 1970s, is growing in the 1980s at a rate of only 4% a year. Robert Pliskin, president of Seiko Time, says U.S. net sales of Seiko timepieces in 1984 increased 12%.

Ads for the Seiko brand in 1984 featured two themes: Impeccable quality and beautiful styling. Seiko's longstanding tag line, "Someday all watches will be made this way," gave way late in the year to "Man invented time, Seiko perfected it." The reason for the switch was that Seiko's earlier prediction virtually came true, with other marketers introducing lower-priced knockoffs, Mr. Pliskin says.

Tv spots for Seiko continued focusing exclusively on the product in 1984. Two commercials introduced late in the year illustrate the advertising approach. In an ad slugged "red dot," the screen is filled with a red dot that gradually recedes to become the red indicator on an alarm wristwatch. Another spot, "geometric design," shows the individual pieces of a watchband joining together, emphasizing the geometric styling of the watch.

Print executions are spinoffs of tv ads. In 1984, Seiko spent a measured $2.1 million on magazine. Although newspaper spending figures were not available, Mr. Pliskin indicates newspaper spending for Seiko products increased about 50% in 1984. Measured newspaper spending in 1983 for Seiko, Pulsar and Lorus brands was $8.7 million.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	13,099.2	8,732.8
Magazines	2,686.0	2,627.7
Network cable	1,525.3	0.0
Spot tv	17,753.9	12,796.8
Network tv	426.6	3,049.3
Outdoor	81.5	47.5
Total measured	35,572.5	27,254.1

HATTORI CORP. OF AMERICA
640 Fifth Ave.
New York, N.Y. 10019
(212) 977-2900

Marketing Personnel

Robert Pliskin, president
Don Larsen, vp-sales
David Strousse, vp-adv, pr, Lorus, Pulsar

Advertising Agency

AC&R Advertising, New York—all Seiko products—Steve Rose, chmn; Constantine Pappas, senior vp-acct super; David Scofield, acct exec.

LORUS

Marketing Personnel

Mort Gershman, president
Joseph Urda, exec vp
Howard Fischer, gen mgr-mktg

Advertising Agency

AC&R Advertising, New York—Andrew Frothingham, acct vp-acct super.

PULSAR

Marketing Personnel

Arthur Cohen, president
Jerry Batt, exec vp
Jonathan Nettelfield, mgr-mktg & adv
Lee Middleton, adv mgr

Advertising Agency

Ammirati & Puris Inc., New York—Milly Massey, acct exec; L. DeLuca, acct coord; Mary Herrmann, Susan Byrne, acct supers.

G. Heileman Brewing Co.

RANK 176

La Crosse, Wis.

($ figures - 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	1,341.5	1,325.6	1.2
Net income	45.8	57.0	-19.6
Advertising	23.0	24.8	-7.2

A major realignment of G. Heileman Brewing Co.'s marketing strategy, based on brand acquisitions and heightened price competition in the beverage industry, added up to a rough year in 1984 for the La Crosse, Wis., company.

Earnings declined 20% to $45.8 million on sales of $1.3 billion. But Heileman is brewing up trouble for competitors with a new ad campaign for Old Style, its lead brand with national market share estimated at 2.8%, and aggressive marketing of newly acquired beverage, baked goods and snack food items.

Heileman was the 176th largest national advertiser in 1984 with $22 million in total measured spending, down 7.2% from 1983.

Old Style continued in 1984 to receive the largest single share of Heileman's measured brand advertising, with spot tv topping $4.7 million, and network and outdoor each at $600,000. Old Style lager beer received 87% of the brand's measured ad spending, and Old Style Light received the remainder.

Old Style's new campaign, created by newly hired Ogilvy & Mather, San Francisco, introduced in November, represents a return to beer advertising focusing on the product as "hero." Previously, Old Style ads stressed its brewing process. The new theme, "Brewed with water from when the earth was pure," still stresses Heileman's brewing process, but the creative strikes a sharp contrast with the fun-filled, people-oriented tv genre made popular by Miller Brewing Co. and Anheuser-Busch.

A strong brand identity is important for Old Style, which is aggressively seeking new markets as a means of improving brand share and becoming a national brand. In 1984, Old Style expanded into the southeastern U.S., in addition to certain Texas and Oklahoma markets, following the 1983 acquisition of Pabst Brewing Co. breweries in Perry, Ga., and Portland, Ore., and the Olympia Brewing facility in San Antonio.

In 1984 and early 1985, Heileman attempted to acquire Pabst Brewing Co., a move that was blocked by federal injunction after a lawsuit alleging unfair competition by Stroh Brewery, Detroit, and C. Schmidt & Sons, Philadelphia. Subsequently, S&P Co., owned by Paul Kalmanovitz, gained control of Pabst.

The only Heileman brand receiving relatively large measured network tv spending in 1984 was Colt 45, the nation's second-best selling malt liquor behind Stroh's Schlitz malt liquor. Receiving $1.4 million in network tv and $400,000 in spot tv, Colt 45 continued with its "Dynamite Taste" theme.

Acquired brands and new products will play an increasingly important role in Heileman's advertising through the 1980s. For example, Henry Weinhard beer in 1984 received $1.6 million in humorous spot tv commercials aimed at persuading West Coast consumers to "switch to Henry's." Rainier, the best-selling beer in Washington and Montana, received measured spending of $1.4 million in spot tv, promoting the "Mountain Fresh Rainier" theme.

Heileman also introduced in April, 1984, low-alcohol brands for Old Style, Blatz, Black Label, Schmidt, Lone Star and Rainier. Other new products include Country Cooler wine cooler in four flavors, September, 1984; Black Label 11/11 malt liquor, October, 1984; and Presidente Pilsner beer (imported from Dominican Republic), August, 1984.

Heileman is introducing in 1985 several flavored mineral waters, La Croix sparkling citrus and strawberry coolers. It also is test marketing the draft distribution of Mission Springs chablis, burgundy, rose and rhine wines.

Heileman is diversifying into baked goods and snack foods with the 1984 acquisition of trademarks, trade names and customer lists. Bake-Rite Baking Co., including the Mrs. Carter's family of products, joined Heileman Baking Co. in 1984. Heileman Baking sells a complete line of baked goods through a wholesale distribution system of 700 routes.

Bake-Rite's snack foods division in April, 1984, purchased Mrs. Howe's Chips, Milwaukee, adding to its Barrel O'Fun and Red Seal brands.

Agency changes in 1984 and early 1985 included Old Style and Special Export brands to Ogilvy & Mather, San Francisco, and Blatz brands to W.B. Doner & Co., Baltimore. O&M was selected for Heileman's leading Old Style brand because the company was pleased with its clever ads for Henry Weinhard Private Reserve.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Network cable	61.0	0.0
Spot tv	11,187.3	12,225.6
Network tv	3,793.5	4,602.8
Spot radio	6,483.3	5,983.9
Outdoor	1,456.2	1,958.8
Total measured	22,981.3	24,771.1

G. HEILEMAN BREWING CO.
La Crosse Wis. 54601
(608) 785-1000

Marketing Personnel

John Pedace, exec vp-mktg
Ron Rizzo, vp-national sales
Ray Flower, dir brand mgmt-north central div
Tom Myers, vp-brand mgmt, eastern div
Jim Martin, vp-mktg, western div
Larry Thomas, dir brand mgmt-south central div
Bryant Truitt, director of intl sales
Don O'Brien, dir adv-Old Style, Special Export, Blatz
Charles Simpson, dir adv-Schmidt, Lone Star, Wiedemann Special, Mickey's Malt Liquor
Syd Marcus, vp-adv-Colt 45, Carling Black Label, Tuborg, Malt Duck
Jim Foster, adv mgr-Rainier, Heidelberg
Gene Clark, adv mgr-Henry Weinhard Private Reserve

Advertising Agencies

Ogilvy & Mather, San Francisco—Old Style, Old Style Light, Weinhard's Ale, Special Export, Henry Weinhard Private Reserve, Henry Weinhard Private Reserve Dark—Jim Magill, mgmt super; Tom Bedecarre, acct exec; Barbara Trainor, acct coord.

Chuck Ruhr, Minneapolis—Schmidt beer, Stag, Sterling, Mickey's, Falls City, Weidemann—Gordy Simanton, acct mgr; Bob Thacker, vp-creative dir; Doug Lew, vp-art dir; Julie Moe, media planner.

W. B. Doner, Baltimore—Blatz, Lone Star—Howe Burch, acct super; Phil Lasalle, acct exec.

Hewlett-Packard Co.

RANK 172

Palo Alto, Cal.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	6,044.0	4,710.0	28.3
Net income	665.0	432.0	53.9
U.S.			
Sales	3,527.0	2,725.0	29.4
Operating profits	768.0	644.0	19.3
Advertising	23.2	14.7	58.2
Division sales			
Computer prods.	3,269.0	2,476.0	32.1
Electr. measurement	2,289.0	1,779.0	28.7
Medical equipment	378.0	355.0	6.5
Analytical instruments	229.0	184.0	24.5

Hewlett-Packard Co., thriving on the heavy competition in the computer/electronics industry, backed its products with $23.2 million in measured ad spending in 1984 as the company achieved a 54% increase in net earnings on a 28% increase in sales.

Palo Alto, Cal.-based Hewlett-Packard, the 172nd largest advertiser, created a new all-corporate divisional structure and marketing system in 1984, renewing its commitment to advertising, the measured portion of which increased 58.2% over 1983.

Sales, which have tripled since 1978, rose to $6.04 billion in 1984, while net earnings shot up to $665 million. The latter figure includes a one-time increase of $118 million caused by a change in government tax regulations covering overseas operations.

Hewlett-Packard has produced such financial returns on product innovation. The company, which introduced the first scientific hand-held calculator in 1972, has just stepped out with its new leaner-meaner marketing physique, one eye on the competition at home, including IBM, and one eye to the Far East.

During 1984, measured advertising increased across the board, up 50% for magazines, up 124% for spot tv, from zero to $2.4 million for network tv, and a first-time cable expenditure for HP of $110,500.

Other advertising indicators tell the same story. Total corporate spending for advertising, including a variety of marketing and promotional costs in addition to media advertising, rose 64.5% from 1983 to $153 million in 1984. The $93 million in 1983 was up 27% from 1982. Total media costs, including measured media plus substantial outlays for promoting to the technical and professional audiences, exceeded $40 million in 1984, according to HP.

HP buys coverages in a variety of outlets, including the broadest possible array of trade and professional journals, which are not monitored in measured spending totals by ADVERTISING AGE, enthusiast books, consumer magazines and prime-time tv.

HP says it is becoming convinced its prime computer market is the more sophisticated, more professional user. For example, introducing a new personal computer, the HP 150 in 1983, Hewlett-Packard gave it greater "user friendliness" for the business office by adding CRT Touchscreen control and supported the upgraded model, renamed HP Touchscreen, with heavy tv spending plus space in computer enthusiast magazines, news and business magazines, and newspapers.

The results were not what HP had hoped for, perhaps because content was too broad. HP as a result moved the account in late 1984 from J. Walter Thompson USA to Leo Burnett Co.

Under Hewlett-Packard's marketing reorganization, four former product sectors oriented to groupings of hardware were removed. In their place are three business sectors oriented to integrating systems of related instruments, computers and accessories, as indicated in joint consultation between customer and Hewlett-Packard's marketing team.

The new marketing group, called marketing and international, now works with the three new business sectors: Components, measurement and design system; information systems and networks, and manufacturing, medical and analytical systems.

As further testimony to the new emphasis on HP marketing, the percentage of net sales devoted to marketing has climbed steadily, reaching 17.6% in 1984, while the percentages to cost of product and r&d have remained static since 1982.

The company has given heavy advertising support to a number of the computer-segment products, including both tv and print for the 110 Portable, which is compatible with IBM, and the HP Touchscreen, still selling behind the IBM PC and the Apple brands.

Major print spending backs other, more technical Hewlett-Packard personal computers and the innovative new fast printers, ThinkJet and LaserJet.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	4,110.1	4,110.1
Magazines	11,363.1	7,597.0
Network cable	110.5	0.0
Spot tv	5,307.6	2,373.8
Network tv	2,328.4	0.0
Spot radio	26.1	612.9
Outdoor	1.0	0.0
Total measured	23,247.0	14,693.8

HEWLETT-PACKARD CO.
3000 Hanover St.
Palo Alto, Cal. 94304
(415) 857-1501

Marketing Personnel

Richard C. Alberding, exec vp-mkgt & intl
Arthur F. Dauer, dir-co-op mktg
Russell M.H. Berg, dir-mktg communications

Advertising Agencies

Dancer Fitzgerald Sample, New York—computers, calculators, info system networks, mfg systems (primarily print media)—David Dunn, acct exec.

Leo Burnett, Chicago—business computer systems—John Peterson, acct vp.

Ogilvy & Mather Direct Response, San Francisco—graphic systems plotters, peripherals—Gordon Kallio, mng dir.

Tallant & Yates, Denver—design systems and some measurement systems—Robert Koeper, acct exec.

Pinne, Garvin, Herbers & Hock, San Francisco—analytical and component group—Don Herbers, acct exec.

Giardini Russell, Watertown, Mass.—medical group—Richard Warden, acct mgr.

Geo. A. Hormel & Co.

RANK 161

Austin, Minn.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	1,454.5	1,417.7	2.6
Net income	29.5	27.9	5.8
Advertising	24.4	19.2	27.4

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Modern Healthcare
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City & State

Geo. A. Hormel & Co., beset with union troubles and rising pork prices, turned in a lackluster performance in 1984 while kicking up its measured media ad spending 27.4%. Ad spending levels elevated the Austin, Minn.-based meat processor nine places to become the nation's 161st largest advertiser.

Measured media spending hit $24.4 million in 1984. When including unmeasured advertising, the company's total marketing budget is expected to reach $52 million in 1985. The company splits that budget between BBDO and Chuck Ruhr Advertising, both Minneapolis.

Hormel turned in 1984 net earnings of $29.5 million, up 5.7%, on sales of $1.5 billion, up 7%—results falling short of corporate expectations. For the first half of its fiscal 1985, Hormel posted sales of $710.8 million, up 2.3% over the same period in 1984. The company has earned $15.2 million thus far in 1985, down 9% from $16.7 million last year.

During 1984, Hormel's spot radio spending jumped 128.7% to $4.9 million in 1984. The company spent 61.6% more on spot tv ($5.5 million), 41% more on network radio ($2.0 million) and 7.5% more on magazines ($4.7 million) in 1984 than in 1983.

Last year, Hormel bought Dold Foods, a Wichita, Kan.-based ham and bacon processor, and Aunt Yvonne's, a Fort Dodge, Ia.-based frozen foods company. Hormel was unsuccessful in a bid to buy Esmark's Swift & Co. unit, later swallowed in the Beatrice-Esmark merger. Hormel holds the top spot in the canned meat catagory, followed closely by Armour-Star meats and Libby, MacNeill, Libby. Hormel trails Armour-Star in the canned sausage and the potted meat categories.

In 1985, the company's Dinty Moore Stew and Spam luncheon meat will be given contemporary looks. The Dinty Moore character already has been redesigned. The product has been repositioned as a hearty meal for children. The company ran a promotion asking children to send in package labels to receive stickers of Dinty Moore and his Forestland Pals.

Preparing for Spam's 50th year on the market, BBDO designed a sweepstakes and recipe tips campaign aimed at moving the canned pork product from the lunch slot into the main meal category. Radio spots feature consumers being fooled by hors d'oeuvres and casseroles made with Spam. Consumers admit the food is "good."

In 1984, Hormel added Light & Lean Ham, with 60 calories a serving; Wrangler Smoked Bacon, a double smoked, thick-sliced product; Frank 'n Stuff hot dogs with a tunnel of chili inside; Old Smokehouse barbecue sauce, and Great Beginnings canned meat chunks in gravy.

Keeping the new product momentum going, the company has introduced in 1985 Broiled & Browned pork sausage, the company's first meat for the microwave market. To soften its reliance on the volatile pork market, Hormel introduced in January its Gold'n Lite breaded vegetables and Cheese frozen snacks, Chunky Chili with homemade texture and Catfish Bobbers bite-size nuggets of deep-fried, frozen catfish.

Hormel's labor problems began in October, 1983, when the company tried to impose a 23% wage cut at its Austin plant. Hormel needed the cuts, it said, to remain competitive when red meat consumption was down and nonunion companies were cutting into market share. While other Hormel plants accepted the cuts, the main plant in Austin would not.

Employes retaliated with pickets and a campaign aimed at arousing public pressure against Hormel and its major banker, First Bank System of Minneapolis.

Hormel, in this atmosphere of growing tension, for the first time in its 93-year history, held its annual stockholders meeting outside of Austin, selecting Atlanta. Hormel president-ceo Richard L. Knowlton told stockholders he may have to move the company's headquarters out of its, and his, hometown to remain competitive. Hormel reportedly pays the highest wage and benefits costs in the industry: $21 per employe per hour.

The company was unable to negotiate the wage cuts, so rate will remain in place until September, 1986, when the union contract expires.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	4,388.5	4,388.5
Magazines	4,651.0	4,324.9
Spot tv	5,548.0	3,433.8
Network tv	2,847.1	3,321.2
Spot radio	4,850.6	2,120.7
Network radio	1,972.8	1,398.9
Outdoor	190.0	197.9
Total measured	24,448.0	19,185.9

GEO. A. HORMEL & CO.

R.L. Knowlton, chairman, president-ceo
T.J. Purcell, director, adv & mktg services

MEAT PRODUCTS GROUP
Marketing Personnel

James. A. Silbaugh, group vp
Stanley E. Kerber, senior vp-mktg
James DiNicola, vp-sales
Kim Jenkins Sr., dry sausage/deli direct mktg
Bob Tegt, prod mgr-Light & Lean prod, consumer pac dry sausage
Gary Esbeck, prod mgr-precooked prod, Broiled 'N Browned, Fast 'N Easy
Joe Swedberg, prod mgr-ham, smoked meats
Gary Jones, prod mgr-prepared sausage, Frank 'N Stuff
Kurt Mueller, prod mgr-pork, corned beef
Richard Johnson, prod mgr-food service
Tom Blumhardt, prod mgr-breakfast meats, Little Sizzlers pork sausage
Mike Grogan, assoc prod mgr-dry sausage/deli

PREPARED FOODS GROUP
Marketing Personnel

James Hall, group vp
Robert Patterson, vp
Jerry Figenskau, dir-grocery prod mktg
Robert Blevens, dir-grocery prod sales
Rick Bross, new prod mktg mgr, new prod devel
M.E. Burgstahler, prod mktg mgr-Dinty Moore, Great Beginnings, imported prod
Richard Crabe, prod mktg mgr-Spam, BBQ Sauce, dried beef
William Husk, mktg mgr-sales mgr-canned hams, bulk, pattie
Marc Johnson, assoc prod mgr-industrial-Mary Kitchen Hash, Private Label
Gary Prince, assoc prod mgr-pickled prod, bits prod
Larry Raskin, assoc prod mgr-Chili, Tamales, Deviled Spam, Spreads, Vienna Sausage
John Vrabel, prod mgr-chunk prod, short orders, vending
Jerry Whithaus, natl sales & mktg mgr-retail frozen foods

Advertising Agencies

BBDO Inc., Minneapolis—Wm. Weigold, exec vp-genl mgr; George Hermelink, senior vp-creative dir; Gary Lamaster, vp-assoc creative dir; Jim Lamaster, vp-assoc creative dir. Prepared Foods: Spam, Chili, Chunk canned ham, Mary Kitchen, Old Smokehouse, BBQ Sauce, Bacon Bits, Gold 'n Lite, Farm Fresh Catfish—Tom Keating, vp-mgmt super; Bob Jackson, vp acct super; Dennis Nustad, acct super. Meat prod: Cure/81 Ham, Light & Lean prod, Frank 'N Stuff, Wranglers Smoked Frank prod, Little Sizzlers Pork Sausage, Broiled 'N Browned prod, Fast 'N Easy prod, dry sausage/deli, food service—Bruce Nomick, senior vp-mgmt super; Wes Crawford, Jake Schroepfer, acct supers.

Chuck Ruhr Inc., Minneapolis—Dinty Moore prod, Great Beginnings—Chuck Ruhr, president; Doug Lew, Bob Thacker, vp-creative dirs; George Fulton, vp client services, Gordy Simanton, mgmt super.

Gioia Productions, Glen Head, N.Y.—Italian language advertising—Luisa Bianchi, president.

RANK 124

Household International

Prospect Heights, Ill.

($ figures – 000,000)

	1984	1983	% chg
Worldwide			
Sales	8,321.5	7,911.9	5.2
Net income	234.1	206.4	13.4
U.S.			
Sales	7,961.2	7,552.5	5.4
Operating profits	457.6	424.8	7.7
Advertising	32.4	24.6	31.6
Division sales			
Financial services	1,325.4	1,161.1	14.2
Merchandising	5,400.0	5,305.7	1.8
Manufacturing	897.9	807.6	11.2
Transportation	698.2	637.5	9.6

Household International top management, occupied with streamlining operations by restructuring the company's merchandising and manufacturing divisions in 1984, has spent recent months engaged in a legal battle over measures adopted to protect the diversified company, which recorded its best year ever, from being a takeover target.

The Prospect Heights, Ill.-based conglomerate was the 124th largest U.S. advertiser in 1984 with total measured spending of $32.4 million, a 32% increase from the previous year. With a beefed-up ad budget, the company placed more emphasis on tv, raising its network tv spending 64%, spot tv 59% and network cable 131%.

The antitakeover measure passed by the board without shareholder vote is on appeal before the Delaware Supreme Court. The suit has to do with a board member's objection that the board action—to allow shareholders to buy a new preferred stock if anyone buys 20% or more of the company's outstanding shares—abrogates a shareholder's fundamental right to sell his stock when he wants.

The restructuring helped Household International report improved results in merchandising and manufacturing, along with record results at its growing financial services and transportation divisions. Over-all, net income was up 13% to $234 million on a net sales gain of 5% to $8.32 billion for the fiscal year ended Dec. 31.

Restructuring moves in the merchandising division included the closing of unprofitable retail outlets and the divestiture of all furniture store operations, completed in December. The furniture retail outlets sold included Colby's in Chicago, Huffman-Koos in New Jersey, Barker Brothers in Los Angeles and American Furniture in El Paso, Tex.

During the past two years, Household closed 173 T.G.& Y. general retail stores and upgraded many others in an attempt to reduce costs and increase productivity within the chain. At yearend, the company was operating 743 T.G.& Y. stores in 26 states, with a concentration in the Gulf Coast region. The general retail segment posted income of $19.1 million for the year, compared with $5.3 million in 1983.

After a major price war in its Southern California market eroded its income base, Vons Grocery Co. pushed ahead with efforts to find a new niche and avoid future price battles. Vons, which operates 176 supermarkets in California and Las Vegas, is seeking to appeal to busy two-income families by opening new stores as "value centers"—37,000-to-40,000-sq.-ft. units combining food and drugstores. In selected locations, these larger stores make an even stronger appeal to yuppies by adding specialty departments such as delicatessens, bakeries and pharmacies.

Household also revamped its consumer products manufacturing business by consolidating production at some plants, closing others and introducing several new products. Backed by more than $2 million in network and spot tv, via BBDO/Chicago, Thermos introduced Coffee Butler—a stylish insulated carafe that will keep coffee hot for hours. Another new application of Thermos' insulation technology is Koolaroo, a portable cooler with side pockets to hold sunglasses, books and the like. National campaigns for both products were launched in the spring by BBDO, which Household International retained in April to handle its $1.5 million corporate ad program.

The largest portion of Household's ad monies was spent on Minneapolis-based National Car Rental System, whose record year in 1984 the company attributes to greatly increased air travel since the deregulation of the airline industry. National's advertising, handled by Campbell-Ewald, Warren, Mich., has shifted from predominantly print to more than half in tv.

The third-ranked car rental company, behind Hertz and Avis, National has been driving for a larger share of the weekend and vacation auto rental market. One tactic it has used is promotional tie-ins with vacation destinations such as Walt Disney World. To lessen its dependence on the cyclical air travel industry, almost all of the 109 new units National has opened since 1982 have been off-airport locations.

Household Finance Corp. has accelerated its move into the consumer banking category by acquiring savings and loan associations in Ohio, Illinois and Maryland. HFC has announced it intends to pursue acquisitions of other s&ls as well as "nonbank" banks. At yearend, HFC operated 45 Household Bank branches, including 10 Household Finance units that were converted to banks in 1984.

HFC's consumer lending operations will be marketed more extensively in 1985, including revolving credit and lending financing and variable rate financing. In early 1985, HFC expanded its international operations by acquiring an Australian consumer finance business, a move that added 75 offices to Household's 97 existing offices in that country.

Although Household International reduced ad spending for its financial services division from more than $5 million in 1983 to slightly more than $1 million last year, Household Finance Corp.'s income rose 4% to an alltime high of $153.3 million.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	2,854.2	2,854.2
Magazines	4,201.2	5,571.7
Network cable	260.4	112.6
Spot tv	20,228.6	12,762.0
Network tv	4,724.8	2,879.0
Spot radio	35.4	68.8
Outdoor	62.3	353.2
Total measured	32,366.9	24,601.5

HOUSEHOLD INTERNATIONAL
2700 Sanders Rd.
Prospect Heights, Ill. 60070
(312) 564-5000

Marketing Personnel

Donald C. Clark, chairman, president-ceo
Edward W. Boddy, corp communications dir

Advertising Agency

BBDO, Inc. Chicago-John Kittilsen, acct super; Bob Tingrey, senior vp-mgmt super; Bob Pankauskas, vp-assoc rsch dir.

THERMOS CO.
Norwich, Conn.

Marketing Personnel

Haynes Kelly, president
James E. Freeman Jr., vp-mktg sales

Advertising Agency

BBDO Inc., Chicago—John Kittilsen, Bob Tingrey, Bob Pankauskas.

HOUSEHOLD FINANCE CORP.

Marketing Personnel

William D. Hendry, president
Robert C. Bolster, vp-dir mktg & adv

Advertising Agency

Needham Harper Worldwide, Chicago—Henry F. DeBoest, vp-acct dir.

ALEXANDER HAMILTON LIFE INSURANCE
Detroit

Marketing Personnel

Richard H. Headlee, president-ceo
James Ponder, vp-mktg
Thomas Duggan, adv dir & dir communications services

Advertising Agency

LeBar Associates, Troy, Mich.—W. Leteau, acct exec.

NATIONAL CAR RENTAL SYSTEM
Minneapolis

Marketing Personnel

B.A. Rolfs, president-ceo
J. Sullivan, vp-car rental adv
John Hendrickson, adv mgr

Advertising Agency

Campbell-Ewald, Warren, Mich.—Dennis Connaughton, senior vp; Susan Hanson, acct super.

SCHWITZER N.A.

Marketing Personnel

Wayne Rockwell, president
Clifford Yee, vp-sales & mktg

Advertising Agency

Garrison, Jasper, Rose & Co., Indianapolis—Michael Glenn, acct exec.

ILLINOIS GEAR

Marketing Personnel

M.A. Weber, president
J.D. Wiggins, vp-mktg

Advertising Agency

McKinney MidAmerica, Chicago—Frank W. Callahan, president.

ELJER PLUMBINGWARE

Marketing Personnel

J.W. Deering
L.B. Dore, vp-mktg

Advertising Agencies

Marketing Support Inc., Chicago—David L. Weiner, pres.

Damart Advertising Associates, Minneapolis—Yellow Pages—Edward W. Rhodes, president; Shannon Atwill, acct rep.

SIMONDS CUTTING TOOLS
Fitchburg, Mass.

Marketing Personnel

Frank J. Martin, president
J.W. Hakanson, dir-sales

Advertising Agency

Askey Associates, Keene, N.H.—Robert Askey, acct exec.

G.C. ELECTRONICS
Rockford, Ill.

Marketing Personnel

Wayne Timpe, president
Robert Rieger, dir-mktg

Advertising Agency

West, Gentry & Morris, Rockford, Ill.—Robert West, president.

THORSON TOOL
Dallas

Marketing Personnel

Charles Douglas, president
Larry Adams, vp-sales

Advertising Agency

Walter Clark Agency, Dallas—Walter Clark, president.

ALMCO DIV

Marketing Personnel

Jerry N. Brandt, president
Keith A. Fligge, sales mgr

Advertising Agency

William Eisner & Associates, Baltimore—William Eisner, president.

STRUCTO DIV
Freeport, Ill.

Marketing Personnel

Steven J. Carletti, dir-mktg

Advertising Agency

Keller-Crescent, Evansville, Ind.—Frank Ferrara, acct exec.

KING-SEELEY DIV
Kendallville, Ind.

Marketing Personnel

Ted Hall, president
Carol Heyer, sales mgr
John Clark, human resources materials

Advertising Agency

Colburn Advertising, Ft. Wayne, Ind.—Robert Colburn, pres; Jack Collins, acct exec; Mark Manuszak, acct dir.

HALSEY TAYLOR

Marketing Personnel

Darryl J. Stearle vp-mktg sales

Advertising Agency

Loran Nordgren, Frankfurt, Ill.—Loran Nordgren, president.

HOUSEHOLD MERCHANDISING

Marketing Personnel

Bernard F. Brennan, president-ceo

BEN FRANKLIN STORES
Des Plaines, Ill.

Marketing Personnel

Michael J. McGinnity, president
Brad Beechen, vp-mktg
Bill J. Matlock, exec vp-mktg & regional operations

Advertising Agency

(In-house)

T.G.& Y. STORES
Oklahoma City

Marketing Personnel

Richard C. Rusthoven, president-ceo

Advertising Agency

Inter-Media Buying Corp, Sherman Oaks, Cal.—broadcast—Rick Feldman, acct super.

VONS GROCERY CO.
El Monte, Cal.

Marketing Personnel

Roger Strangeland, chairman
William S. Dawila, president, dir-mktg

Advertising Agency

Grey Advertising, Los Angeles—Carol Garris, acct exec.

COAST-TO-COAST STORES
Minneapolis

Marketing Personnel

Ralph Dillon, president
Rollie Carlson, vp-adv
Hardy Soderholm, vp-merch
Ken Hoffman, senior vp-customer relations

Advertising Agency

Carmichael Lynch, Minneapolis—Doug Holcombe, vp-acct super; Phil Waggoner, mgmt super; Ron Sackett, assoc creative dir.

Jerry's Restaurants rises, falls and rises

Jerome Lederer founded and lent his name to today's Jerry's Restaurants, run by Jerrico Inc., Lexington, Ky., the nation's 193rd largest advertiser.

Mr. Lederer started his chain—then called White Taverns—in Shelbyville, Tenn., in 1925 and by the early 1940s had built the chain to 13 outlets stretching from Kentucky to New York. Plagued by food shortages during World War II, only three remained by the end of the war.

Mr. Lederer began to rebuild in 1946 with help from Warren W. Rosenthal, who in 1963, purchased Mr. Lederer's interest in the company, and then took it public in 1969.#

Imasco U.S.A.

RANK 123

Rocky Mount, N.C.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	2,818.2	2,713.9	3.8
Net income	205.1	161.6	26.9
U.S.			
Sales	1,900.8	1,706.2	11.4
Operating profits	N/A	N/A	N/A
Advertising	32.6	19.1	70.2

Imasco USA, the nation's 123rd largest advertiser, plowed $32.6 million in measured advertising into its marketing efforts to do its best at making the so-called "burger wars" a four-way race.

Rocky Mount, N.C.-based Imasco increased its advertising 70.2% over 1983 primarily to back its Hardee's Drive In Restaurants. It made its first network tv buys for Hardee's in 1984 with $7 million in measured spending. The burger chain spent an additional $18.5 million in measured spot tv, about the same level as 1983.

However, Imasco's Hardee's unit still trails measured network tv spending of the big three burger chains—McDonald's, Pillsbury's Burger King and Wendy's International—by a substantial margin.

McDonald's spent $162.5 million on network in 1984; Burger King, $51.3 million, and Wendy's, $34.7 million. Network spending by the three leading chains was up 84% in 1984 to a combined total of $248.5 million.

The largest dollar increase came from McDonald's, which doubled its network spending in 1984, making it one of the largest network advertisers.

Imasco moved its account and total measured spending in 1984 of $32.4 million to Ogilvy & Mather from Benton & Bowles, both of New York. The $700 million fast food chain is launching a new ad effort to kick off this summer.

Building restaurant traffic has become an important priority for the 2,200-plus Hardee's chain. Hardee's recently cut a deal with another Imasco unit, People's Drug, the nation's 10th largest drug chain with more than 600 units, to unveil "experimental" Hardee's in two People's outlets in Virginia and Maryland. The deal offers dual benefits for Hardee's and People's Drug.

Peoples' receives a franchise fee from Hardee's, and Hardee's eliminates the cost of constructing free-standing units. As an added plus, Hardee's is positioned to capture some of People's customer base.

A decision to expand the alliance is set for July, 1985. Hardee's has been aggressively expanding its units since acquisition in 1982 of Burger Chef Systems. About 200 Burger Chef restaurants converted to Hardee's in fiscal 1984, and another 33 will switch in fiscal 1985.

Through fiscal 1985, about 150 Burger Chefs will either close or become independent.

For fiscal 1984, the company opened 85 company-owned Hardee's and 154 franchised units. In fiscal 1985, the company has plans for another 65 company-owned restaurants and 150 franchised restaurants.

Imasco USA also operates Shoppers Drug Mart, the UCS Group, a chain of 457 tobacco and gift shops, and Tinder Box, a 200-unit chain of tobacco-gift shops.

Imasco USA's operating earnings for the year ended March 31, 1985, were $82.9 million, up 10% over fiscal 1984. Revenues were $2.19 billion, up 15% over fiscal 1984.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	13.7	11.7
Network cable	145.8	0.0
Spot tv	23,760.2	18,457.8
Network tv	6,990.5	0.0
Outdoor	1,644.3	662.3
Total measured	32,554.5	19,131.8

IMASCO
P.O. Box 1619
Rocky Mount, N.C. 27801
(919) 977-2000

HARDEE'S FOOD SYSTEMS
Rocky Mount, N.C.

Marketing Personnel

Spruill Bunn, president-restaurant div
Hugh Todd, president-fast food merch
Gene Arnold, president-specialty food div

Advertising Agency

Ogilvy & Mather, New York—Scott Lipitt, Peter Neiman, acct execs.

BURGER CHEF SYSTEMS
Indianapolis, Ind.

Marketing Personnel

Robert Haberkamp, president
Ronald Budreau, senior mktg dir

Advertising Agency

Direct advertiser.

Jerrico Inc.

RANK 193

Lexington, Ky.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	496.5	454.1	9.3
Net income	20.4	21.2	-4.1
Advertising	20.2	18.3	10.6
Division sales			
Restaurant sales	397.5	367.0	8.4
Supplies/equip. sls	86.6	75.6	14.6
Franchise royalties	10.3	9.5	8.5
Other	2.1	1.9	10.6

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1985 Union Underwear Company, Inc. | One Fruit of the Loom Drive, Bowling Green, KY 42102 (502) 781-6400. An operating company of Northwest Industries, Inc. United Kingdom Office: Union Sales Ltd., Halesfield 10G Telford Shropshire TF7 4QP Telephone 44-952-587-123 Made in U.S.A.

Jerrico Inc., the Lexington, Ky., parent of the Long John Silver fast food restaurant chain, is the nation's 193rd largest advertiser with measured ad expenditures of $20.2 million in 1984, up 10.6% from 1983.

Though the company did well enough in 1984, management has initiated a wide-ranging revamp, perhaps clued to the axiom that in fast food the treasure goes to those who appear to be fastest and slickest.

Jerrico's fiscal 1984, ended June 30, 1984, had total revenues of $496.5 million, up 9.3% in fiscal 1983. Total revenues for the nine months ended March 31, 1985, were $378.7 million, up 3.3% from the year earlier period.

Net earnings for fiscal 1984 were $20.4 million, down 4.1% from fiscal 1983. Net earnings for the nine months ended March 31, 1985, were $14.7 million, an increase of 8.3% from the similar nine months a year earlier.

Total ad expenditures for 1985 are scheduled to top $22 million.

In addition to the Long John Silver Seafood Shoppes, Jerrico also is the parent of Jerry's Restaurants, a regional coffee shop chain. Jerrico has corporate-owned and franchised units for both restaurant chains. It runs a motel, the Gantry Inn, Jackson, Tenn., near Nashville, and sells food, supplies and equipment to its franchisees.

Jerrico has performed well over-all this year. That performance can be traced to average sales per company-operated Long John Silver unit that were up 2.5% to $458,600 in 1984. But management is not satisfied with the returns. Average earnings for its own company-operated Long John Silvers dropped 6% to $72,000 in 1984, following a year-to-year drop of 15% from 1982 to 1983. Jerrico cites several reasons: Higher fish costs, "unsuccessful marketing" against fast food competition with "lower protein costs," and depressed economies in some areas where Long John Silver does business.

Such performance is unacceptable to Jerrico, which has been "used to tremendous growth in its Long John Silver unit," according to a company spokesman, since the restaurants were opened 15 years ago.

To get itself moving more effectively, Jerrico this year engaged in some corporate aerobics and introduced new dishes in both Long John Silver and Jerry's; picked a new agency, Foot Cone & Belding, Chicago, for new marketing strategies; redesigned its Long John Silver buildings; outfitted employes in new uniforms; introduced new state-of-the-art computer technology for vat cooking, and renewed consideration of launching a national chain of full-service Italian restaurants.

Menu firsts for Long John Silver are: Nonfried dishes such as three Chillers seafood salad plates; a breaded fish alternative to the chain's traditional batter-fried, and lemon meringue pie. Early in 1985, Long John Silver introduced Kitchen-Breaded fish and bigger french fries and in April rolled out all-white meat chicken nuggets.

Jerry's bill of fare is lightening and freshening with a new large Mexican salad, a seafood salad, seafood croissants and Apple Ole dessert, an open-face apple pie a la mode with shredded cheese.

Jerrico's employes are wearing new, brighter uniforms and are learning their skills through nine new training films. While still "Cape Cod" in flavor, the Long John Silver buildings are getting new designs, including a "lighter, brighter" feeling, multiple pickup points instead of a single cafeteria line and for many of the restaurants, a relocation of the present display cooking to the back of the building, out of sight. Other remodelings will assure faster movement of customers to boost per-restaurant income.

Jerrico Inc. moved in late fiscal 1984 toward new marketing strategies to continue protecting its dominance in fast food seafood. Aiming at increasing traffic by 5% in company-operated Long John Silvers, Jerrico introduced a value-added promotion campaign, "Freebee the Fish," intended to increase sales of seafood items by offering a free fish filet with any nonfish meal instead of discounting the fish, and hired Foote, Cone & Belding to handle advertising and promotion supporting the new thrust.

Jerrico is pushing hard to expand the Long John Silver chain, and according to a company spokesman, is "on target with remodeling plans and experiencing some real sales gains."

In mid-1984 there were 1,358 Long John Silver Seafood Shoppes in 36 of the continental U.S. states. Foreign operations—solely franchised units in Canada and the Far East—produce less than 1% of Jerrico's total revenues.

Of these U.S. outlets, 814 were company-owned, 544 franchised. The announced expansion goal for fiscal 1985 was 50 new company-operated units, but at the end of nine months, Long John Silver had only added seven company units. Development plans were revised downward to 25 company-owned in fiscal 1985 and 60 in 1986.

There are 72 Jerry's Restaurants, 42 company-owned and 30 franchised, in Illinois, Indiana, Ohio, Kentucky, Tennessee and Florida. Emphasis is on upgrading existing units in the system, an outgrowth of an earlier chain started in 1925 in Shelbyville, Tenn., by its namesake, Jerome Lederer. The restaurants then were named White Taverns, which were in the mode of White Castles, serving 5¢ hamburgers to customers behind an eight-stool counter.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Spot tv	19,951.3	18,091.7
Spot radio	98.9	130.7
Outdoor	150.6	34.8
Total measured	20,200.8	18,257.2

JERRICO INC.
101 Jerrico Dr.
Lexington, Ky. 40511
(606) 268-5211

Marketing Personnel

Anthony M. Lavely, exec vp-mktg

Advertising Agencies

Abbott Advertising, Lexington, Ky. (in-house)—Anthony M. Lavely, president.

Foote, Cone & Belding, Chicago—creative services and media buying—Mitch Engel, vp, mgmt super.

RANK 175

Kroger Co.

Cincinnati

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	15,922.9	15,236.0	4.6
Net income	156.6	127.1	23.2
Advertising	22.9	22.0	1.0
Division sales			
Food stores	14,473.0	13,931.0	3.9
Drug stores	859.0	789.0	8.8
Convenience stores	311.0	260.0	19.6
Other	280.0	256.0	9.4

A diversified approach to the food and drug retail business has led Kroger Co. to significantly improved earnings in the past year.

The Cincinnati-based company has taken a variety of approaches to its competition in markets from Minneapolis to Houston, waging price wars in some cities, opening grocery warehouse stores in others and playing hardball in negotiations with labor unions in a few, all the while maintaining slow growth in ad spending.

In the 1984 fiscal year, which ended Dec. 29, Kroger ranked 175th among U.S. advertisers, spending $22.9 million. That amount marked a 4.6% increase over the previous year. About 98% of Kroger Co.'s measured ad spending is allocated for spot tv.

In 1983, Kroger spent $246,000 in magazines and $680,000 on outdoor, and $85,000 on cable buys. In 1984, it put $11,000 into cable and $5,800 in magazines and $259,000 outdoor. The company did increase its spot tv spending 15.8% to $22.7 million.

In fiscal 1984, the company, which has 2,379 food, drug and convenience stores, reported earnings of $156.6 million, an increase of 23.3% over 1983 on over-all corporate sales of $15.9 billion, a 4.5% gain over the previous year. Performance improved in the first quarter of this year, when net income jumped 68% to $31.4 million on sales of $3.82 billion, up 5.2%.

In February, the company reasserted its commitment to the food and drug retail business by agreeing to purchase Hook Drugs of Indianapolis, a 302-store chain, for $161 million in cash and stock. Hook earned $8.1 million on sales of $351 million in 1984. Kroger projects profits of $12.6 million on sales of $493 million by 1987 for Hook.

The Kroger Food Stores chain was the company's most volatile in 1984. Despite the closing of 156 stores, either because they were unprofitable or because the company could not negotiate acceptable union contracts, Kroger Food Store sales reached $11.3 billion in 1984, 1.6% higher than in 1983. Early in the year, Kroger pulled out of the Pittsburgh market, closing 43 locations. Kroger has waged costly price wars in Memphis and Indianapolis, where discount retailers have moved in on its turf. In Cleveland, Kroger has opened four of its own warehouse grocery operations.

The best known marketing ploy Kroger has used is the development of 24-hour "super stores," which average only 45,000 sq. ft. but carry everything from frozen food to flowers.

Kroger operates 227 grocery stores in Arizona, California, Colorado, Kansas, Missouri and Oklahoma under the name Dillon Supermarkets. Sales from Dillon food stores rose to $3 billion in 1984.

Dillon Cos. also operates 443 convenience stores in seven states after the midyear acquisition of the 86-unit Tom Thumb chain in western Florida and southern Alabama from Junior Foods, Crestview, Fla. The company's convenience stores in Kansas, Nebraska and Iowa carry the name Kwik Shop, in New Orleans Time Saver and in northern California Quik Stop.

SupeRx drugstore sales rose 8.8% in 1984 to $860 million, spurred on by the chain's new drug-convenience store concept. SupeRx is adding a limited assortment of convenience foods to its larger stores, while in new and remodeled facilities, hundreds of grocery items are being offered in addition to the usual drugstore fare.

Kroger expects to open 48 new food stores and remodel another 146 in 1985. The majority of the new stores will be combination food-drugstores, averaging nearly 47,000 sq. ft. The company also expects to open 43 new convenience stores and remodel 46 others, open 24 new SupeRx Drug Stores and remodel about the same number.

All this growth will be backed by the company's ongoing corporate advertising campaign, which is themed "Feel the difference" and emphasizes the stores' convenience, value and service.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	5.8	246.0
Network cable	11.2	84.6
Spot tv	22,703.6	19,609.0
Spot radio	11.1	1,379.5
Outdoor	259.4	679.7
Total measured	22,991.1	21,998.8

KROGER CO.
1040 Vine
Cincinnati, O.
(513) 762-4000

Marketing Personnel

Richard Owens, vp-adv

Advertising Agency

Campbell-Mithun, Chicago—Bill White, acct super; Marv Goldsmith, dir client services; Jon Wylie, John Kroenig, acct mgrs.

RANK 103

Estee Lauder Inc.

New York

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	N/A	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	39.6	31.6	25.4

The latest wrinkle in marketing at Estee Lauder Inc., the nation's 103rd largest advertiser in 1984 with $39.6 million in measured ad spending, up 25.4% from 1983, is skincare supplies for men. At the same time, the company is introducing a variety of products for women, created to control the effects of sun and aging.

Four separate marketing divisions comprise Estee Lauder: Aramis, Clinique, Estee Lauder and Prescriptives. Each has overlapping product lines.

The Estee Lauder division opened a new market in May, 1985, with the launch of Lauder for Men, its first products geared to attract some of the $1 billion-plus men's grooming market. Lauder for Men includes a fragrance collection and a line of skincare items, including cleansing bar, face scrub, comfort lotion, antiperspirant, spray talc and skin repair complex. Ad themes emphasize the masculinity of the supplies, "scent matters" for fragrance items, and "serious treatment for men" for skincare items.

Although the Lauder for Men products compete directly against Aramis and Clinique products for men, the division is targeting women as its primary customers. The line is being sold through Estee Lauder cosmetics counters in boutiques and department stores, and through direct mail.

But the Lauder division is a few years behind intracompany rival Clinique, which introduced its Clinique for Men in 1976 and now offers 19 men's grooming products.

In 1984, Clinique continued expanding its men's line with the introduction of Tailoring for Men, the only fragrance item in its men's line. Clinique continued its consumer ad series in 1984 emphasizing a three-step skincare regimen: Cleansing, exfoliating and lubrication. The division concentrated on extending its line of men's grooming aids, adding two haircare products and a stick antiperspirant-deodorant.

Clinique relied almost exclusively on print in 1984 with measured magazine spending of nearly $6 million. Magazine spending in 1984 for the four divisions of Estee Lauder jumped 34% to $15.6 million.

Aramis chose to create a new image for its Aramis 900 line of men's fragrance and toiletries in 1984. The theme: "Tradition with a dash of the unexpected." Spot tv for Aramis cologne, fragrances and toiletries accounted for nearly $4 million in measured spending. Newspaper and magazine accounted for about $1 million in measured totals.

Aramis also expanded its hot-selling Maltplexx brand of products. Introduced in 1983 as Maltplexx hair gel, the line was expanded in 1984 to include hair conditioner, shampoo and, more recently, shave cream.

In women's products, the Estee Lauder division in 1985 introduced new makeups, skin treatments and lotions containing sunscreen agents aimed at preventing premature aging. Among the lead items for spring, 1985, is Estee Lauder Sportwear Tinted Day Creme. Analysts say 15% of the manufacturers' usage of sunscreen agents is now going into products other than those used for suntanning.

Not surprisingly, advances in age controlling lotions and creams received the greatest emphasis in 1984 measured spending by Estee Lauder Inc. Spot tv played an important role in several key areas with measured spending of $19.9 million, 53% of the company's $39.6 million in total measured spending.

Possibly the most heavily advertised product was Estee Lauder Night Repair, introduced in 1982, with $3.2 million in measured spot tv and $1.2 million in magazine advertising. The division also promoted its Swiss Age Controlling Skin Care program, which includes Swiss Performing Extract and Night Repair. These products received a good share of the division's $6.7 million in measured spot tv for multiproduct advertising.

Sunscreen and aftersun products also received increased emphasis in 1984 at Clinique with introduction of EYE Zone Sunblock crayon and After Sun balm with aloe.

Among Estee Lauder Inc.'s products in 1984, perfumes and fragrances received the greatest individual and over-all emphasis. Measured spending in 1984 for White Linen perfume, for example, was $3.8 million in spot tv and $1.2 million in magazine.

Although executives at Estee Lauder Inc. say sales are up dramatically over 1983, the private company declined to provide revenues and earnings.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	3,307.2	3,307.2
Magazines	15,572.9	10,285.1
Network cable	0.0	2.3
Spot tv	19,927.0	17,413.7
Spot radio	793.1	566.8
Outdoor	0.4	0.0
Total measured	39,600.6	31,575.1

ESTEE LAUDER
767 Fifth Ave.
New York, N.Y. 10022
(212) 572-4200

Marketing Personnel

Estee Lauder, chairwoman
Leonard Lauder, president-ceo
Evelyn Lauder, corp vp
Robert Barnes, president, Estee Lauder U.S.A.
Carol Phillips, president, Clinique Laboratories
Jack Wiswall, senior exec-corp vp-president Aramis
Robert Nielsen, exec vp-genl mgr, Prescriptives

Advertising Agencies

AC&R Advertising, New York—Estee Lauder Cosmetics and Treatments, Aramis, Clinique, Prescriptives—Alvin Chereskin, president; Lida Burpee, acct super-Estee Lauder Cosmetics (all brands including White Linen); Jane Van Gelder, asst acct exec-Estee Lauder Cosmetics; Cindy Colt, vp-acct exec-Clinique; Janet Budnick, vp-acct super-Aramis & Prescriptives.

RANK 174

Lucky Stores

Dublin, Cal.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	9,236.5	8,388.2	10.1
Net income	94.6	105.4	-10.2
Advertising	23.1	23.4	-1.3

Lucky Stores, the nation's third largest food retailer, was the 174th largest national advertiser in 1984 with $23.1 million in measured media spending, down 1.3% from 1983.

The Dublin, Cal.-based company, whose 1,590 stores at the end of 1984 placed it behind leading retailer Safeway Stores and Kroger Co., funneled 87.7%, or $20.2 million, of its measured media into spot tv and $2.8 million in spot radio. The tv outlay increased 5% over the previous year. The reason for the companywide drop in spending lay with spot radio, down 31.9% from 1983.

Lucky's advertising spending is likely to have increased in the first quarter of 1985. A war waged among food stores in the southern California area, Lucky's primary market, has been played out in newspaper ads and supported in other media. Lucky's, Ralph's and Von's all are firing shots on spot tv and spot radio at each others' low prices.

Likewise, Lucky continues to push its Five Star Meat ad program on spot tv in its markets centered around Southern California, Chicago, Phoenix and central Florida that show Lucky butchers rejecting hogs because their flanks do not bear the five stars connoting top quality.

Developments in the California market, where Lucky food stores generally have been considered the low-price leader and where the company has its heaviest business concentration, continued to be both bane and boon to Lucky Stores.

The company's first quarter, ending in May, 1985, showed some improvement in financial results over 1984. However, earnings, which increased 12% to $24 million, were hurt by slow sales gains for food stores and Gemco units, which the company credits to intense competition. Sales for the quarter were up 5% to $2.3 billion, from the comparable period in 1984.

Meanwhile, Lucky's specialty stores, auto parts units and newly acquired Minnesota Fabrics stores helped boost the earnings performance. Minnesota Fabrics was purchased Feb. 5, 1985, by a subsidiary of Lucky for $42 million. The company operates more than 100 retail fabric stores in the northeastern and north central part of the country.

In fiscal 1985, ended Feb. 3, the company reported net earnings of $94.6 million, off 10.2% from the previous year, on sales of $9.24 million, down 5.2%. Earnings for the year, too, were affected by Gemco, whose pretax earnings were down 52% primarily because of an 11-week strike in Southern California and disappointing holiday sales. Gemco stores are so-called membership food/department stores in which customers pay a yearly fee to take advantage of discount prices.

Lucky Stores is divided into food stores, which contributed $119.8 million in pretax earnings on $6.21 billion in sales; Gemco stores, which produced $22.8 million in pretax earnings on revenues of $2.33 billion, and specialty stores, which contributed pretax earnings of $30.8 million on sales of $703.7 million. Specialty stores, which included Yellow Front fabric stores and automotive stores in 1984, had the best profitability, accounting for 7.6% of sales but 17.8% of pretax earnings corporatewide.

Food store earnings during 1984 increased substantially because of strong sales and improved gross margins, despite the strike of Gemco stores.

Most of Lucky's advertising is in the food stores division bearing such regional titles as Lucky, Eagle, Food Basket and Kash n' Karry. Food stores recorded measured spending in 1984 of $9.7 million or 42% of the company total. Food store advertising dropped about 29% from the previous year.

This division also has gone through the greatest change this year. Lucky has sold 17 Eagle stores in and around Chicago, and 22 Eagle stores in Houston, in effect pulling out of that market. Part of the reason for the sale is to divert capital expenditures needed to build up these properties into more likely targets, probably closer to Lucky's home base in California.

The supermarket chain has scheduled a $1 billion capital expenditure program for the next five years to finance remodelings and increase use of new technology. The company is spending $215 million this year to upgrade stores.

The Gemco unit attracted the second largest ad expenditure, $5.5 million, in 1984, down 9% from the previous year. Virtually all advertising is in spot tv.

The auto-parts stores—Honey's and Kragen—attracted $1.6 million in 1985, up 45% from the previous year. In March, 1985, Lucky sold 77 of its automotive stores in Tennessee, Texas and Oklahoma, primarily because they were too far from the Phoenix distribution center.

A number of ad agency changes occurred during 1984 or early 1985. The Phoenix-based auto division switched its account to Bernstein-Rein Advertising, Kansas City, Mo., from Kenneth C. Smith & Associates, La Jolla, Cal. Eagle Food Centers in Rock Island, Ill., tapped Ogilvy & Mather for broadcast placement and special projects that previously were handled in-house. The Buena Park, Cal.-based Gemco named DYR, Los Angeles, as its first agency. DYR works with the chain's in-house agency, LuGem Advertising.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	18.4	67.1
Spot tv	20,237.8	19,244.4
Spot radio	2,771.3	4,068.1
Outdoor	87.5	51.7
Total measured	23,115.0	23,431.3

LUCKY STORES
6300 Clark Ave.
Dublin, Cal. 94568
(415) 833-6000

GEMCO DIV.
Buena Park, Cal.
Marketing Personnel
Stanley Brenner, president
Paul Hitzelberger, vp-sales support

SOUTHERN DIV. (Lucky Stores)
Buena Park, Cal.
Marketing Personnel
A. Gayle Paden, president
Dick Frederickson, vp-dir mktg
Advertising Agency
LuGem (in-house)—Larry Davis, vp-adv mgr.

NORTHERN FOOD DIV. (Eagle)
San Leandro, Cal.
Marketing Personnel
Jack A. Hoover, president
John Hogarth, vp-adv
Jerry Fahey, dir-mktg
Maria Schabbing, adv mgr
Advertising Agency
LuGem (in-house).

MIDWESTERN FOOD DIV. (Eagle)
Rock Island, Ill.
Marketing Personnel
Pasquale Petitti, president
Louis Gloyne, vp-dir mktg
Ray Myers, vp-adv mgr
Advertising Agency
LuGem (in-house).

FLORIDA FOOD DIV.
(Kash n' Karry)
Tampa, Fla.
Marketing Personnel
Richard Goodspeed, president
W.D. Peterson, vp-dir mktg
Michael Russell, vp-adv
Advertising Agency
(In-house).

HANCOCK TEXTILE DIV.
Tupelo, Miss.
Marketing Personnel
Morris Jarvis, president
Myron Morrison, adv mgr
Advertising Agency
Sky Advertising (in-house).

AUTOMOTIVE DIV.
Phoenix, Ariz.
Marketing Personnel
Thomas F. Herman, president
Larry Shkolnick, vp-dir sales & mktg
Mary Wilson, adv mgr-newspapers only-in-house
Advertising Agency
Bernstein/Rein, Kansas City—radio and tv—Mike Schreiber, vp-adv; Jane Stevens, media buyer.

YELLOW FRONT
Phoenix, Ariz.
Marketing Personnel
D.G. Cunningham, president
William Griffiths, vp-merch mgr
Brent Rosengreen, adv dir
Advertising Agency
(In-house).

RANK
190

Marriott Corp.

Washington

($ figures = 000,000)

Worldwide	**1984**	**1983**	**% chg**
Sales	3,524.9	2,950.9	19.5
Net income	139.7	115.2	21.3
U.S.			
Sales	3,326.8	2,768.2	20.2
Operating profits	N.A.	N.A.	N.A.
Advertising	20.7	16.4	26.5
Division sales			
Lodging	1,640.8	1,320.5	24.3
Contract food serv	1,111.3	950.6	17.0
Restaurants	722.9	679.4	6.5

Aggressive marketing in 1984 for two restaurant chains owned by Marriott Corp., the 190th largest advertiser with measured media of $20.8 million, signaled a renewed emphasis on restaurant operations among Marriott's

Hewlett-Packard: From Disney to the Olympics

In 1939, one of the first customers of Hewlett-Packard, then just formed by William Hewlett and David Packard, was Walt Disney Studios. Disney bought one of HP's first products, an audio oscillator, to make the sound track of the revolutionary classical music animated film "Fantasia."

In 1984, one of the better-known HP customers was the U.S. Olympic Committee, which used donated Hewlett-Packard instruments to test for drug use by athletes at the Summer Olympic Games in Los Angeles.#

GOOD GOT BETTER.
THEN IT GOT GREAT!

From an advertiser's point of view, good got great when all accredited CMESat program series for health-care specialists converted to videotape distribution as the primary means of reaching viewers in each specialty.

Just as each of our series was developed on the highly successful EyeSat® model to produce CME television programs of undisputed quality, the problems associated with our broadcast-based distribution system have been overcome by re-shaping the system to match its reach-oriented Canadian prototype. That Canadian prototype puts the reach of each CMESat program *above every professional journal serving its specialty as well as all other forms of continuing education*—annual meetings, symposia, foreign medical journals, audio tapes and other audio-visual services.

Delivering the Incomparable Reach You Need

When good got great, it brought with it eight kinds of results-oriented opportunities to put you in meaningful contact with specialists in the health-care professions through our:

- special videotape launches for each health-care specialty we serve
- 24 yearly accredited programs on videotape
- opportunities for new-product launches
- additional videotape programs (up to 12 annually)
- weekly television programs broadcast across the U.S.
- printed program index
- prime-time television programs
- residence-oriented mailing lists.

Of course, all advertising on CMESat programs is agency commissionable.

Now's the Time to Act

The following program series will be test-marketed and/or launched in videotape form by mid-summer:

- CardioSat (cardiology)
- EyeSat (ophthalmology)
- MedSat (internal medicine)
- SurgSat (general surgery)
- OrthoSat (orthopaedics)
- AnesthSat (anesthesiology)
- DentSat (dentistry)
- PedSat (pediatrics)

When good got great at CMESat, we began to deliver the incomparable reach you need. But, you can begin to take advantage of that reach only by advertising on one of our regular, accredited videotape program series. That's a *pre-requisite* for taking advantage of the other seven advertising vehicles our programs can deliver.

And, with only 60 minutes of time available yearly on each specialty series, we suggest you not hesitate too long. Some sponsors already have bought 60 seconds per program in several of our series. At that rate, each series will be able to accommodate only *a total of 10 advertisers*.

We're very excited about the new CMESat programs and hope you are, too. When you're ready to find out more about the extraordinary advertising opportunities associated with our programs, please call or write to arrange a no-obligation presentation:

tom hanson
President and Chief Executive Officer
CMESat, Inc.
444 Gulf of Mexico Drive
Longboat Key, Florida 33548

1-800-237-6550 (toll free)
1-813-383-9514 (in FL, AK, HI)

CMESat™
Continuing Education for Health-Care Professionals

three primary businesses: Lodging, food service and restaurants.

Media expenditures, which increased 26.5% over 1983, emphasized spot tv, particularly among Marriott's two restaurant chains. Roy Rogers Family Restaurants received $8.1 million backing in that medium, and Bob's Big Boy Coffee Shops got $3.5 million. Over-all, spot tv spending increased 22% for the Washington-based company.

Although restaurant operations in 1984 produced only 22% of Marriott's total sales and 23% of operating income, they accounted for the majority of measured ad spending.

Marriott has big plans for Roy Rogers, the fast-food chain based in mid-Atlantic and Northeast markets, and Bob's Big Boy, which has 871 franchise outlets in the U.S. and abroad. Roy Rogers in 1984 focused advertising on introduction of a breakfast menu, fried chicken and hot-topped potatoes. That division benefited from a 1982 acquisition of Gino's restaurants for $112.7 million, which was primarily to obtain prime sites for conversion into Roy Rogers restaurants. Thirty-one new units were opened in 1984.

An unusual campaign to develop a new image for the Bob's Big Boy franchise system began in 1984 with ads asking patrons to vote on whether the famous "Big Boy" sign should "stay or go." The key was to draw attention to refurbished restaurants, a new menu that included a breakfast bar and other changes. The company announced this May that it received 3.2 million votes (87%) in favor of keeping the image, and 500,000 against. Marriott and Bob's Big Boy franchises are planning a major ad campaign for 1986.

Marriott Corp. recorded strong growth and profitability during the year. Net income in 1984 was up 21.3% to $139.7 million on sales of $3.52 billion, up 19.5%. Marriott sales and profits have doubled since 1980. First-quarter results in 1985 showed continued strength in the three primary businesses. Corporate sales for the quarter ended March 22 rose to $874.2 million, an 18% increase over the year-earlier period, and net income jumped 20% to $27.7 million.

While Marriott Corp. is mainly known for its 142 full-service hotels and resorts, which accounted for nearly half its 1984 revenues, the year marked a transition in its lodging business. Marriott began by setting a goal of 20% growth annually through the 1990s based on development of specialized products, including Marriott Suites, all-suite upscale hotels; a network of convention hotels, and Marriott Courtyard, moderate-price lodgings. Marriott Courtyard is scheduled to be a national chain of 50,000-rooms by the early 1990s.

In addition to the 13 Marriott hotels completed in 1984 (more than 5,000 rooms), the chain plans to complete five "mega" convention hotels, totaling 7,400 rooms, during the next four years. Marriott plans to grow into a 100,000-room chain by 1990 from its current base of 60,000 rooms.

Measured advertising for lodgings in 1984 was $1.9 million, mostly in magazine spending, an increase for the category of 2% over 1983.

Marriott began test marketing vacation ownership resorts with the April, 1984, acquisition of the American Resorts Group, a time-share developer. The first project is a 122-unit resort on Hilton Head Island, S.C. Marriott also is developing lifecare retirement communities, with the initial community planned for opening in 1987 in suburban Washington.

Marriott's contract food service operations in 1984 accounted for 32% of corporate sales and 28% of operating income. This was aided by the acquisitions early in 1985 of Gladieux Corp. and Service Systems Corp., consisting of diversified contract food companies, for $64.4 million cash. Combined sales and operating income for the two in 1984 were $419.5 million and $15.2 million, respectively.

Marriott also sold its Marriott's Great America theme park in Gurnee, Ill., for $114.5 million to Bally Mfg. Co., while its Santa Clara, Cal., theme park, land and improvements are in the process of being sold for about $100 million. Marriott is disposing of theme parks, dinner houses and Mexican restaurants for a total of more than $310 million.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	1,855.4	1,895.3
Network cable	0.0	17.6
Spot tv	13,197.3	10,278.1
Network tv	87.8	38.0
Spot radio	4,873.1	3,545.3
Outdoor	742.5	636.0
Total measured	20,756.1	16,410.3

MARRIOTT HOTELS & RESORTS
Marriott Drive
Washington, D.C. 20058
(301) 897-9000

Marketing Personnel

Todd Clist, exec vp-mktg
Roger Dow, vp-mktg

Advertising Agency

Lewis, Gilman & Kynett, Philadelphia—Michael A. Loprete, mgmt super; Joseph S. Barone, acct super; Gail D. Zimmerman, acct exec.

RESTAURANT OPERATIONS

Marketing Personnel

Richard E. Marriott, exec vp
John Stockton, vp-mktg-Roy Rogers Restaurants
Tom Kempton, vp-mktg-Bob's Big Boy Coffee Shops
Vince Webb, dir mktg-Hot Shoppes Cafeterias

Advertising Agencies

Smith Burke Azzam, Baltimore—Roy Rogers—Jane Hickman, senior acct exec; Tom Burke, acct super; Liz Jackson, Lynn Till, acct execs; Thomas O'Dwyer, acct coordinator.

Earle Palmer Brown, Bethesda, Md.—Big Boy—Gerry Grosso, senior vp-acct services; Don Ratliff, vp-acct super; Andy Schacht, senior acct exec.

Wallerstein Associates, Bethesda, Md.—Hot Shoppes—Marilyn Wallerstein, acct exec & principal.

Jeffrey Martin Inc.

RANK 110

Union, N.J.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	58.5	65.9	-11.2
Net income	5.7	8.1	-29.7
Advertising	36.8	46.0	-20.1

Jeffrey Martin Inc. in 1984 continued its policy of reviving time-honored products that other marketers may find expendable, backing them with $36.8 million in measured media advertising in becoming the 110th largest U.S. advertiser.

The Union, N.J., company picked up the $8.5 million tradition-bound mouthwash Lavoris from Richardson-Vicks in July, 1984, and is attempting to rejuvenate the brand through network and spot tv advertising.

Those two media are typical buys at Jeffrey Martin, known for its purchase of broadcast advertising in late-night slots and other economical forms of advertising.

Lavoris was backed with $2 million in media advertising in the limited period the company handled Lavoris.

While the company says Lavoris sales are showing strength, expenses associated with heavy advertising of Jeffrey Martin products and increased competition are proving costly. For the nine-month period ended April 30, 1985, net income was $3.9 million, down 20.5% from the similar period a year earlier. Net sales were $49.8 million, up 7.7%.

Losses were associated with heavy costs of advertising, according to the company.

The loss builds on a similar drop in income and revenue in 1984. Net income in fiscal 1984, for example, was $5.7 million, off 29.7% from the year earlier, on revenues of $58.5 million, off 11.2%.

Topol smoker's tooth polish and Bantron smoking deterrent tablets were particularly affected by encroachment from competitors, the company says. Topol felt pressure from Block Drug's Polident, Warner-Lambert's Efferdent and Carter-Wallace's Pearl Drops. Bantron sales declined partly because of competition from a new prescription smoking deterrent product.

Topol smoker's tooth polish, which is available in mint, fluoride and gel formulas, represents the largest contributor to the company's domestic sales volume. Jeffrey Martin backed Topol with $11.7 million in spending or 32% of its total advertising, although the outlay was down 32.7% from 1983 spending. Some $4 million of that decline came out of network radio.

A shift in spending for Topol from network radio to network tv was typical of Jeffrey Martin products taken as a whole. Jeffrey Martin, the nation's leading network radio advertiser in 1983, shifted its weight in media in 1984, dropping network radio spending 58.8% to $9 million and increasing network tv 39.6% to $21.5 million. Spot tv, the only other media receiving significant ad dollars, was $7.1 million, down 22.7% from 1983.

Jeffrey Martin's second leading product, Doans, the backache remedy, received $7.6 million in support, up 8.5% from 1983. Doans, in pill and spray form, experienced only a modest increase in sales in fiscal 1984. The spray was introduced nationally during the year. Company officials are encouraged by its initial response.

Ayds reducing candy was backed with $7.2 million, up 41.7%. Most of the remaining products, however, experienced declines in ad spending: Cuticura medicated soap at $3.7 million was down 24%; Pursettes premenstrual tablets dropped to $28,600 from $2.3 million in 1983; Bantron stop smoking tablets at $1.8 million was down 37.4%. Jeffrey Martin did not advertise seven products in 1984 that it advertised in 1983. None of these, however, received significant spending in 1983.

Benton & Bowles became the first agency of record for Jeffrey Martin during 1985 and will handle advertising for Ayds appetite suppressant candy, Compoz nighttime sleep aid and Porcelana fade cream.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	0.0	6.9
Network cable	827.5	1,845.6
Spot tv	5,484.0	7,087.5
Network tv	21,518.2	15,351.7
Network radio	8,945.5	21,730.8
Total measured	36,775.2	46,022.5

JEFFREY MARTIN INC.
410 Clermont Terrace
Union, N.J. 07083
(201) 687-4000

Marketing Personnel

Martin Himmel, chmn-president
Frank P. DiPrima, exec vp-genl counsel
Sid Lawrence, senior vp-adv & mktg
Joel Appel, senior vp-sales
Patrick Dwyer, vp-mktg
Gerald Baldwin, media dir

Advertising Agency

Benton & Bowles, New York—Ayds, Compoz, Porcelana, new prod assignments—Bill Levasseur, acct super.

MasterCard International

RANK 147

New York

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	N/A	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	27.8	18.9	47.1

MasterCard International, New York, the nation's 147th largest advertiser, spent about 70% of its $27.8 million measured advertising budget on network tv in 1984, building on its long-standing image campaign as well as showing creative uses for the card and services.

MasterCard's 1984 measured ad spending was up 47.1% from 1983.

MasterCard, which is a member-supported credit association with a membership of 27,000 financial institutions, introduced in early 1985 its silver corporate card and a worldwide travel voucher and began testing so-called "smart" cards with microchips, all of which should build ad spending in 1985. MasterCard reported total ad spending in 1984 of $35.5 million, a figure including unmeasured advertising costs.

With measured network spending in 1984 pegged at $19 million, up 27% from 1983, MasterCard broadened its "so worldly, so welcome" theme, introduced in 1981, with spots featuring actor James Coburn, actress Shari Belafonte Harper and other celebrities using the card for exotic vacations and purchases. Spot tv use of the campaign in 1984 also jumped 41% to $4.9 million, about 18% of total measured '84 outlays.

In March, 1985, MasterCard began adding a touch of warmth and humor to the commercials, showing interaction between celebrities and everyday card users. The purpose is to show that the card is used by everyone, not just the stars. One spot has model Christie Brinkley in a chance department store meeting with a woman, dressed in the same outfit, who also is making a purchase with MasterCard.

MasterCard's theme is growing in the same directions through innovative print advertising. MasterCard spent $3.5 million in 1984, about 12% of total measured spending, on magazine ads to introduce a series of new and enhanced products and services. The general goals are to attract business and affluent users and to expand the association's retail merchant coverage.

This strategy is best shown by the newest addition to the MasterCard family, the silver-colored corporate card, unveiled late in 1984 for rollout in 1985. The corporate card, like the gold, credit and debit cards, allows the issuing financial institution to place its logo prominently on the face. The card also carries a revolving line of credit. The product was designed to help banks control and evaluate the $85 billion their customers spend each year on travel and entertainment.

Tracking travel and entertainment expenditures also was the reason for the 1984 development of MasterCard's Worldwide Travel Voucher. The voucher, being rolled out in 1985, is used by the American Society of Travel Agents as its exclusive product and service provider. The travel voucher acts as proof of payment for various ground services—car, restaurant and hotel—and will be accepted and processed the same as credit card transactions.

MasterCard's print advertising for 1984 also focused on MasterCard Travelers Cheques, introduced in 1982, and on the gold card, introduced in 1981. The travelers checks featured actor Pierce Brosnan in print ads and 10-second tv spots, using the theme "double take," meaning take both the card and the checks. The '85 Travelers Cheque theme is: "No matter where you go, MasterCard Travelers Cheques are accepted and refundable."

The gold card continued in 1984 using the more image-oriented "the ultimate recognition from your banker" theme. MasterCard also is testing a variety of services, including "smart cards."

MasterCard's electronic services group continued to expand services available to financial institutions and retail merchants in 1984. Merchant coverage grew to 4.3 million outlets in 165 countries and territories worldwide, an increase of 9.3% over 1983. Gross volume on card purchases increased 26.7% over 1983 to $62.6 billion in 1984. Card users increased 18.4% to 103 million in 1984.

These statistics pit MasterCard neck in neck with Visa International,

Top 25 spot radio advertisers by % change

of the second 100 leading national advertisers

Rank	Advertiser	Spot radio ad expenditures ($000) 1984	1983	% chng	1984 as % of co.'s ad total
1	**Amoco Corp.**	4,619.1	1,264.0	265.4	23.0
2	**MGM/UA Entertainment Co.**	2,791.3	782.8	256.6	9.4
3	**Texas Air Corp.**	7,729.3	2,537.2	204.6	33.7
4	**Blue Cross & Blue Shield Assns.**	5,702.7	2,091.9	172.6	28.5
5	**Geo. A. Hormel & Co.**	4,850.6	2,120.7	128.7	19.8
6	**Matsushita Electric Corp. of America**	5,201.9	2,415.4	115.4	12.2
7	**Volvo Cars N.A.**	2,875.5	1,704.3	68.7	12.7
8	**Trans World Corp.**	5,500.1	3,349.0	64.2	21.9
9	**Safeway Stores**	2,623.9	1,721.5	52.4	10.7
10	**Dayton-Hudson Corp.**	3,604.2	2,566.5	40.4	9.5
11	**F.W. Woolworth Co.**	5,206.9	3,714.0	40.2	24.8
12	**Block Drug Co.**	2,131.9	1,529.2	39.4	6.9
13	**Marriott Corp.**	4,873.1	3,545.3	37.5	23.5
14	**Shell Oil Co.**	9,940.3	7,689.8	29.3	37.5
15	**Chevron Corp.**	5,920.3	4,947.4	19.7	21.9
16	**Atlantic Richfield Co.**	2,536.4	2,229.7	13.8	10.8
17	**Mercedes-Benz of North America**	2,354.2	2,136.3	10.2	6.2
18	**G. Heileman Brewing Co.**	6,483.3	5,983.9	8.3	28.2
19	**Republic Airlines**	5,672.0	5,336.7	6.3	23.8
20	**Southland Corp.**	12,479.4	12,146.3	2.7	33.7
21	**Lucky Stores**	2,771.3	4,068.1	(31.9)	12.0
22	**American Dairy Assn.**	3,103.6	4,834.3	(35.8)	10.7
23	**Texaco**	2,218.4	3,512.5	(36.8)	9.1
24	**BellSouth Corp.**	5,507.0	N/A	N/A	24.7
25	**Southwestern Bell Corp.**	7,405.8	N/A	N/A	26.6

Source: Radio Advertising Bureau

which had 114.7 million users billing $82.24 billion in 1984. American Express had 20.2 million members billing $47.6 billion at year-end. MasterCard's Automated Point-of-sale Program (MAPP) became operational during the second quarter of 1984. Based on an agreement with Tymshare Inc., a leading supplier of point-of-sale services, MAPP supports electronic cash register interfaces, dial-up and polled terminals. By yearend, 80 U.S. financial institutions had joined MAPP, and 11 million transactions a month were being processed through 23,000 participating terminals.

Another 1984 development was Banknet, a telecommunications network that allows for transmission of authorizations, settlement, point-of-sale and other types of information in self-contained electronic packets. MasterCard has placed packet switching centers in New York, Atlanta, Cleveland, St. Louis and San Francisco, to facilitate remote, instantaneous rerouting of data.

By the end of 1984, 36 financial institutions were using Banknet, and 52 were in various stages of installation. MAPP, Banknet and other electronic services primarily are advertised through trade publications.

With the development of Banknet, MAPP and sophisticated automated teller machine-type networks, MasterCard is poised for growth through the 1980s in the electronic payments industry. Expansion of services and products through better technology has been the key to MasterCard's operating strategy since Russell E. Hogg left American Express in 1980 and took over as president-ceo.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,547.7	2,022.7
Network cable	386.3	61.9
Spot tv	4,961.6	2,918.1
Network tv	18,948.4	13,923.1
Spot radio	1.9	0.0
Outdoor	0.0	2.4
Total measured	27,845.9	18,928.2

MASTERCARD INTERNATIONAL
88 Seventh Ave.
New York, N.Y. 10106
(212) 974-5700

Marketing Personnel

F. Alan Schultheis, senior vp-mktg, adv
Barbara J. Bromberg, vp-adv
John Dowd, exec vp-adv, president-Travelers Cheques

Advertising Agency

William Esty Co., New York—all adv for MasterCard and member services—James M. Stewart, senior vp-group head; Leonard Faupel, senior vp-mgmt super; Patricia Stewart, senior vp-mgmt super; Kathy Syms, acct exec, card and noncard prod; Kay Droppert, acct super, card prod; John Minett, acct super, noncard prod.

Matsushita Electric Corp. of America

Secaucas, N.J.

RANK 101

($ figures = 000,000,000)

Worldwide	1984	1983	% chg
Sales	19.8	16.8	18.4
Net income	1.0	0.77	30.4
U.S.			
Sales	3.5	2.8	25.0
Operating profits	N/A	N/A	N/A
Advertising	0.043	0.028	49.4

Matsushita Electric Corp. of America, the 101st largest U.S. advertiser in 1984 with measured ad spending of $42.6 million, up 49.4% from 1983, is out to fool its own product users in 1985 with the creation of zap-proof commercials for spot and network tv.

While color tvs and video-oriented items head the list of new and enhanced products to be advertised in 1985 by the Secaucus, N.J.-based company, corporate entity of Panasonic and Quasar divisions, Matsushita is attempting to field its own zap-proof tv spots, perhaps on those products.

Marketing executives say Matsushita supplies 20% of all videocassette recorders (vcrs) sold in the U.S., thereby adding to the zap problem. If Matsushita can circumvent the problem, it will enhance its own heavy spending in spot tv, which in 1984 was up 63% over 1983 to $13.8 million. Vcr owners zap commercials by fast-forwarding the taped program when the commercials appear.

Panasonic Co., the consumer electronics division, is planning innovative spot tv for lead product introductions: OmniMovie, an all-in-one video camera; VHS hi-fi, and a stereo color tv. The three products will receive the bulk of spot tv spending, mainly in spring and fall of 1985. Last year, OmniVision accounted for $5.4 million in measured spot tv, featuring baseball star Reggie Jackson as spokesman.

Based on the theme, "OmniMovie Magic Moments," 1985 tv spots show total freedom of the product. In one, a child visiting Universal Studios is caught on film watching "Conan" fight a fire-breathing dragon. The VHS hi-fi spots feature true-to-life sound, with one spot showing a woman watching a horror movie, except the hi-fi sound makes her think she's in one. Theme for the stereo color tv, "so life-like, you'll think you're a part of the action," focuses on the quality picture, showing spacecraft and other things coming out of the tv. Color tv in 1984 received $1.5 million in spot tv and $500,000 in print, with anticipated increases in 1985.

Panasonic in 1985 is promoting portable audio items with tv spots targeted at younger viewers, to air on video programs. Featured are Sound Band, a mini fm receiver; Sound Card, an ultra-thin am/fm radio, and Sound-To-Go, a small radio cassette recorder. Ad theme for portable audio in 1985 is "changing from school to cool." In 1984, "Doctor of the Future" educated preppies on being cool. In 1985, "Hair Cut" shows a boy having his head shaved in a strip to fit a 2-in. radio headband.

Quasar continues basing ads around the theme: "Out of our minds—into your hands," introduced in the fall of 1984. The division's flagship product, set for June introduction, is Delta, a cable-ready, stereo-capable color receiver/monitor with 26-in. screen. Quasar expects to begin shipping a prototype, portable VHS camera/recorder called "VHS Movie" in July, in addition to a variety of home and kitchen appliances.

Delta and other new products are being introduced with three-page inserts in slick consumer magazines, scheduled for late spring and fall.

In 1985 once again, magazine ads will account for the bulk of spending by Quasar, Panasonic and branded products, including Technics. In 1984, Panasonic spent $3.4 million on print ads for its hand-held, portable video system.

Magazine also accounts for the most measured spending by Panasonic Industrial Co., a separate division, which markets cameras, copiers and office automation equipment.

Magazine spending for video/audio equipment, home appliances, communication and industrial equipment, energy and kitchen-related products, and electronic components, all of which are produced and/or marketed by Matsushita's 11 U.S. divisions, jumped 61% to $18.7 million in 1984.

Now celebrating its 25th anniversary of doing business in the U.S., Matsushita is fast becoming a marketing powerhouse. It is the largest marketer of consumer electronics and electronic products in Japan.

The international economic recovery, while weaker than that of the U.S., is beginning to show some bright spots, particularly in industries such as electronics. The slogan, "Action '86," picked in 1984 to signal Matsushita's push for electronics of the future, never seemed more appropriate.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,817.6	1,817.6
Magazines	18,690.3	11,471.5
Network cable	646.9	1,305.1
Spot tv	13,816.8	8,738.0
Network tv	1,859.8	1,404.7
Spot radio	5,201.9	2,415.4
Network radio	294.3	1,202.2
Outdoor	244.9	137.3
Total measured	42,572.5	28,491.8

MATSUSHITA ELECTRIC CORP.
One Panasonic Way
Secaucus, N.J. 07094
(201) 348-7000

PANASONIC CO.

Marketing Personnel

Henry Yamanaka, coo
Ralph Wolfe, senior vp sales/mktg
Steve Asada, vp-planning/merch
Bob Greenberg, genl mgr communications
Stan Hametz, genl mgr-VHS products
Paul Adams, genl mgr-televisions
Dick Lovisolo, genl mgr-audio products, home information systems
Bill Kopp, asst genl mgr-home information systems
Mickey Torimoto, genl mgr-auto products
Mike Aguilar, Technics products

Advertising Agencies

Ted Bates Advertising, New York—Vito Mandato, mgmt rep; Robert Miller, acct super; John Noakes, exec vp; Kevin Scully, Jim Keenan, Jodi Ranson, acct execs.

Grey Advertising, New York—Robert Berenson, exec vp-admin.

QUASAR

Marketing Personnel

Jack Pluckhan, president-coo
James Yokoyama, vp
Alan Walter, asst genl mgr-sales admin
Bob Wiles, genl mgr-sales mgmt & distribution
John Fortino, asst genl mgr-adv & pr
Tony Mirabelli, genl mgr-tv div
Terry Yokoyama, asst genl mgr-Vcr div
Scott Shimizu, asst genl mgr-audio products
Wally Fraser, asst gen mgr-appliance div

Advertising Agency

Needham Harper Worldwide, Chicago—David Handelman, media super; Lynn Palmore, vp-assoc media dir; Fran Wager, Julie Fotos, media planners; Bob Bertolotti, acct super; Mike Zaremba, mgmt rep.

PANASONIC INDUSTRIAL CO.

Marketing Personnel

Ken Kurahashi, president-coo
Carl Lindquist, adv mgr
Frank Novak, gen mgr-adv div

Advertising Agencies

Grey Advertising, New York—Alan Rinfret, vp-mgr super.

Ted Bates Advertising, New York—John Noakes, exec vp-acct mgmt.

Sommer Inc., New York—Don Mauro, acct super.

Some foreign and/or private companies do not divulge sales or income figures. Where estimates could not be obtained, N/As appear in charts and the boxed information preceding the profiles to indicate "not available."

May Department Stores Co.

St. Louis

RANK 185

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	4,744.0	4,173.0	13.7
Net income	214.0	187.0	14.4
Advertising	21.6	14.3	50.6
Division sales			
Department stores	3,235.7	2,970.3	9.0
Venture	915.0	777.8	17.7
Volume Shoe	543.4	425.2	27.8

May Department Stores Co., St. Louis, which had record earnings and sales in 1984 as it continued to emphasize its discount retail units, was the 185th largest advertiser in measured media, spending $21.6 million in 1984.

The most significant change in measured spending—which increased 50.6% for all media from 1983—was an outlay of $5.7 million in spot tv for Payless Shoe Source, the single largest expenditure. Payless in 1983 had no measured spending for spot tv and only $232,000 in magazine.

The second largest expenditure backed Venture stores, which had

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In the world of corporate communications, video and film are two of the strongest ways to make your point.

Broad Street Productions, a division of Drexel Burnham Lambert Incorporated, can develop your video/film from concept to finished product.

And since we're the only video/film production company whose home is right on the Street, you won't have to waste time teaching us the language of business.

Which is a point worth remembering.

And a good reason to call Lisa Ross (212/480-8031) to arrange a screening of our new reel.

Broad Street Productions
50 Broad Street
New York, NY 10004

measured spot tv spending of $3.5 million. There was no spot tv spending monitored for Venture in 1983.

These expenditures account for much of the increased spending in 1984, and parallel key areas of growth in May's mix of retail outlets. May is after a greater share of the discount retail market, pitting it increasingly against Detroit-based K mart Corp., the nation's second largest retailer.

Of May's five-year compounded growth in operating earnings, Venture contributed 43.5%, Volume Shoes 22.4%, department stores 8.3%, and real estate 9.6%. In 1984, Volume Shoes' operating earnings increased 31.9% over 1983, Venture increased 14.3%, department stores increased 10.5% and real estate 12.3%.

In 1984, May was the 16th largest local tv advertiser, spending $18.6 million on spot tv, an increase of 24% over 1983. K mart in 1984 was the 25th largest spot tv advertiser, spending $14 million. Sears, Roebuck & Co. was the sixth largest local tv advertiser and the largest retail spender in 1984 with spot tv outlays of $26 million.

The May unit with the fastest growth is Volume, which added a net 273 Payless outlets in 1984 and announced plans for a net 200 new stores in 1985. Volume's 1984-88 plan calls for gross capital investment of $500 million to add a net 1,000 stores. It had 1,663 outlets operating in early 1985.

Venture opened six stores in 1984 and plans to open five in 1985 for a total of 62. Expansion in 1984-88 calls for 32 new stores at a cost of $175 million.

Venture and Volume earnings continued to outperform those of the May's 11 department store companies, which include 145 units nationwide, including May Co., Hecht's, Famous-Barr and Kaufmann's, among others.

Better performance for the discount retail outlets is because of expansion and improved return on sales. Volume set a sales record of $543.4 million in 1984, up 27.8% over 1983, with earnings of $77.6 million, up 31%. It is one of the fastest growing retail chains in the U.S. Venture sales were a record $915 million in 1984, up 17.6% from 1983, with earnings of $49.8 million, up 14.3%.

May's corporate earnings were a record $214 million for the year ended Feb. 2, 1985, an increase of 14.5% over the previous year. Sales in 1984 were $4.7 billion, up 13.7%.

Despite growth in the discount segment, the department store units continued to generate the bulk of sales and earnings. Department store units brought in a record $3.2 billion in 1984, up 8.9% over 1983, with operating earnings of $338.1 million, up 10.5%.

The 1984-88 plan for growth in the department store segment calls for $300 million in capital outlays for 24 new department stores. An additional $200 million is being allocated for remodeling and expansion of existing units.

May is working to improve productivity in retail units through programs that reallocate space and programs that trim space in older stores. For example, in 1984, the company eliminated 2.7 million in square footage, reducing operating costs and adding revenues through leasing much of the vacated space.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	188.1	392.4
Spot tv	18,382.7	13,460.7
Network tv	2,618.7	352.5
Spot radio	403.1	111.1
Outdoor	6.2	24.8
Total measured	21,598.8	14,341.5

MAY DEPARTMENT
STORES CO.
611 Olive St.
St. Louis, Mo. 63101
(314) 342-6300

MAY CO.
North Hollywood, Cal.
Judith K. Hofer, president
Leonard Berliner, vp-mktg
Advertising Agency
(In-house)

HECHT'S
Washington, D.C.
Marketing Personnel
Robert Friedman, exec vp-merch
Steven Wishnow, senior vp-sales promo
Joe Langert, div vp
Don DeFabio, senior vp-mktg
Viki Rosenkoetter, vp-ad dir
Advertising Agency
Rosenthal, Green & Campbell, Bethesda, Md.—Judy Green, president

FAMOUS-BARR CO.
St. Louis, Mo.
Marketing Personnel
Mike Wolf, vp-ad director
Marcus Tully II, senior vp-mktg
Advertising Agency
Stolz Advertising Co., St. Louis, Mo.—Sheri McLafferty, acct exec; Lori Berman, media asst; Kelli Wease, media buyer.

KAUFMANN'S
Philadelphia, Pa.
Marketing Personnel
Jerry Eccher, senior vp-sales promo
Mark Humphrey, adv dir
Barbara Mihopulos, creative dir
Advertising Agency
(In-house)—LaRue Davis, broadcast dir

MAY CO.
Cleveland, O.
Marketing Personnel
Robert B. Cockayne, president
Stephen D. Thorpe, senior vp-sales promo
Ruben Arizte, dir adv
Advertising Agency
(In-house)

MAY D&F
Denver, Colo.
Marketing Personnel
Randall Barberis, senior vp-mktg
Gunda Kuga, adv dir
Advertising Agency
Maydia (in house)

VENTURE STORES
St. Ann, Mo.
Marketing Personnel
Julian Seeherman, president
Maxine Clark, exec vp-mktg
Advertising Agency
Grey-North, Chicago—Edwin Holzer, president; Ann Armbruster, vp-mgmt super.

VOLUME SHOE CORP.
Topeka, Kan.
Marketing Personnel
Richard Jolosky, president
Advertising Agency
Foote Cone & Belding, Chicago—John Murphy, acct dir; Dan Zigliuch, acct exec.

MCI Communications Corp.

Washington

RANK 111

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	1,959.3	1,073.2	29.0
Net income	59.2	170.8	-71.0
Advertising	36.1	34.6	4.2

MCI Communications Corp., the 111th largest national advertiser in 1984, depends heavily on advertising as part of its marketing strategies as it butts heads with AT&T. For 1984, total ad expenditures were up 4.2% over 1983, to $36.1 million.

Washington-based MCI in 1984 had total revenue of $1.96 billion, up 29% from 1983. Net income, at $59.2 million, was down 71%.

During 1984 the company switched to a calendar year, and in the new first quarter, ended March, 1985, income had made a sharp increase, more than sixfold, to $40.4 million from $5.9 million in the same quarter of 1984. First-quarter 1985 sales rose 20%, to $570.6 million, in the quarter ended March, 1984.

MCI serves its 2.4 million customers through four operating units: MCI Telecommunications, the MCI long-distance phone service; MCI International, the international long-distance service (including telex, leased-cable, and cablegram services); MCI Air-signal, the cellular phone, paging and message services, and MCI Mail, a high-speed electronic and printed paper message service in the U.S. and paper messages overseas.

Biggest current marketing development for MCI is the spread, this year, of Dial 1 service, aftr the beginning of Dial 1 in Charleston, W. Va. and its rollout in other cities across the U.S. In this development, long fought for by MCI and other fellow common carriers, the long-distance caller on a non-AT&T service no longer needs to enter an access number and authorization code.

In other new marketing pluses, MCI has discontinued its monthly fees. It now gives free service calls to its own operators (like AT&T) and charges 10% less than AT&T for its long-distance information service. Another marketing offer gives 60 free minutes of calling time to new customers.

A major breakthrough in attracting new customers came in 1984 with the opening of MCI International service to 18 countries that send and receive more than 50% of all international phone calls. By the end of 1985, the company expects to be serving 80% of that international market. For this service, MCI says it charges 30% less than AT&T.

Another MCI marketing nicety for 1984 is its provision for letting subscribers charge calls through their Sears, Roebuck & Co., American Express or Amway credit cards.

The promotional mountain that MCI and the other common carriers must climb in competition with AT&T is formidable—the phone giant has about 80% to 86% of the market, MCI 5% to 6% and Sprint about 4%.

For this promotional climb, MCI continues countering with a heavy ad budget. Included in its expenditures for 1984 were $32.8 million for spot tv, up 30% from 1983, and $2.5 million for magazine spending, up 37%.

MCI ad spending to advertise in the hotly contested long-distance field totaled $32.3 million in 1984, up 15%. Spending for MCI Mail was off 24%, to $2.9 million in 1984.

While MCI has not won in all of the campaigns it has waged, it has enjoyed some successes. Its electronic mail service via computer or telex machine—has not made profits nor has its cellular phone service now in 15 cities. And its May, 1985, award of $113.4 million in the long-standing damage suit against AT&T was far less than the $5.8 billion it had sought.

But on June 1, in response to efforts by MCI and other common carriers, the Federal Communications Commission ruled an end to the practice of automatically awarding to AT&T long distance all those subscribers who had not specifically chosen AT&T as their long-distance carrier. Under the new FCC ruling, the no-choosers would be awarded to the other carriers in the same percentage as those who *had* made choices. This could mean thousands of new subscribers for MCI.

Meanwhile, AT&T is fighting back with its own $40 million advertising campaign. It also will spend millions to replace its present more technologically limited and expensive copper-cable transmission system with the same fiber-optic transmission links that are a competitive edge for MCI and the other carriers. As the old Mississippi showboat captain used to say, "Ladies and gentlemen, this is only the beginning!"

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	2,519.1	1,833.1
Network cable	0.0	0.7
Spot tv	32,829.3	29,259.9
Network tv	0.0	1,710.9
Spot radio	714.6	1,743.1
Outdoor	21.1	80.0
Total measured	36,084.1	34,627.7

MCI COMMUNICATIONS
1133 19th St. NW
Washington, D.C. 20036
(202) 872-1600
Marketing Personnel
Howard Crane, senior vp-corp affairs

MCI TELECOMMUNCATIONS CORP.
Marketing Personnel
Judy Ranzer, vp-adv & sales promo

MCI INTERNATIONAL
Marketing Personnel
Michael Bart, mgr-adv & mktg

MCI Mail
Marketing Personnel
Edward Toussaint, vp-mktg

MCI AIR SIGNAL
(cellular telephone/
electronic paging)
Marketing Personnel
Timothy Donahue, vp-sales & mktg

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Asahi Shimbun New York Business Bureau, c/o Powers International, Inc.,
551 Fifth Avenue, New York, N.Y. 10176. Tel.: (212) 867-9582

*Information Development Institutes, 1982

Advertising Agencies

Benton & Bowles, New York—MCI Communicatons Corp.—Ray Marione, mgmt super; Paul Magier, acct exec; Mary Elizabeth Tuttle, asst acct exec.

Ally & Gargano, New York—MCI Telecommunications Corp.—Jim Feeney senior vp-group mgmt super; George Euringer-senior vp-creative group head; Tom Messner, senior vp-creative group head-copy chief; Helayne Spivak, senior vp-creative group head.

Wells, Rich, Greene, New York—MCI Mail—Dick Upson, acct group head; Allan Offenberg; acct super; Cindy Nachman, acct exec.

Mennen Co.

RANK 131

Morristown, N.J.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	150.0	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	31.0	27.2	13.7

Mennen Co., Morristown, N.J., seeking to build revenues estimated at $150 million in 1984, went outside its health and beauty aids field early this year to acquire a company requiring similar distribution patterns.

Mennen, ranked as the 131st largest national advertiser with $31 million in measured media in 1984, up 13.7% from 1983, spent largely on network tv—$26.3 million, up 4%. It funneled $1.6 million into spot tv, up from $103,700; $2.45 million into magazines, up 64%, and $609,300 into network cable, up 67.8%.

Innovation remains the key to the privately held company's marketing strategy in its drive to improve its share in the competitive health and beauty aids field and has taken on new dimension in 1985 through the acquisition of Paper Art Co., Indianapolis.

The acquisition was labeled by Mennen's chairman-ceo, L. Donald Horne, "as the first step in implementing . . . a more aggressive marketing strategy to broaden participation in consumer markets . . . this paves the way toward more acquisitions."

Paper Art Co. produces a line of paper tableware and decorative paper products, marketing the items through party departments and specialty stores. Mennen will broaden distribution of the paper products through food stores, drugstores and other mass-merchandising outlets. Paper Art, with sales of $30 million in 1984, will remain an autonomous operation, Mennen says.

Mennen's main product continues to be fragrances: Men's after-shave articles, antiperspirants and products for the care of skin, hair and feet. In this highly competitive field, product introductions and restaging are essentials.

The company in March, 1984, introduced Real antiperspirant, a soft paste concentrate delivered through a porous top. Budgeted for this new product, in a campaign by SSC&B Inc., New York, was $8 million via print and tv.

Antiperspirants/deodorants are a $1 billion-plus market. In the 1983-84 period, Procter & Gamble brands have commanded about 20% of the market; Gillette (Right Guard) about 20%; Carter-Wallace (Arrid) about 10-14%; Mitchum and Unilever (Impulse) each about 3%. Mennen's Lady Speed Stick brand had 1.2% of the market.

Industry sources put Mennen's Speed Stick and Real antiperspirant/deodorant line in fourth place behind Procter & Gamble's Secret and Sure, first and second respectively, and Carter-Wallace's Arrid, third, but ahead of Bristol-Myer's Ban line in fifth place.

Mennen boosted advertising spending for the Speed Stick and Real products 26%, to $18.6 million in 1984. Spending in 1984 was about $900,000 in print and the balance in network and spot tv.

Spending for the Baby Magic line of four products dropped about 7% to $2.14 million in 1984.

In a packaging refinement to capitalize on another specialized market segment, Mennen in 1984 added ridged sidewalls and a snap-on cap to its Smooth Legs shaving lotion to give women who shave in the shower an easier-handling, tighter closing package.

Ad agency changes were a significant factor for Mennen in the past year. In March, 1984, Mennen switched the advertising for its Baby Magic line ($2 million in magazines and tv in 1984) to Campbell-Ewald from Grey Advertising. A month later, it also moved Mennen Skin Bracer and the national introduction of Real to Campbell-Ewald. It also moved about $20 million in billings for Speed Stick and Lady Speed Stick and Afta aftershave lotion to McCann-Erickson, New York, from SSC&B, New York.

Mennen runs its group of 14 subsidiaries throughout the U.S. and world from its Morristown headquarters, where a major building expansion is under way.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines........	2,448.5	1,491.6
Network cable.....	609.3	359.3
Spot tv...........	1,559.6	103.7
Network tv........	26,342.2	25,293.7
Spot radio........	11.8	0.0
Total measured..	30,971.4	27,248.3

MENNEN CO.
Hanover Ave.
Morristown, N.J. 07960
(201) 631-9000

Marketing Personnel

Dominic J. La Rosa, vp-mktg
Richard Zenco, vp-mktg services

Advertising Agencies

McCann-Erickson, New York—Speed Stick and Lady Speed Stick, antiperspirants and deodorants. Afta Aftershave—Gunnar Wilmot, sr vp-mgmt rep; David Ganz, vp-acct super; Kim Corrigan, acct exec.

Campbell-Ewald, New York—Baby Magic line, Mennen Skin Bracer, Real deodorant and new prods—Jeff Tarakajian, sr vp-mgmt rep; Steve Rosenblum, acct super; David Waxenberg, acct exec.

Mercedes-Benz of North America

RANK 107

Montvale, N.J.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	4,100	N/A	N/A
Net income	N/A	354.0	N/A
Advertising	37.9	39.0	-2.8

Mercedes-Benz of North America, Montvale, N.J., the sales subsidiary of Daimler-Benz AG of Stuttgart, West Germany, ranked 107th among advertisers in measured media in 1984 while recording estimated sales of $4.1 billion, up an estimated 10%.

Total measured ad spending of $37.9 million was 2.8% less than the 1983 level, dropping the privately held auto marketing subsidiary from its former 103rd slot.

Spot radio was the biggest gainer among media categories, increasing 10% to about $2.4 million. The big decrease in spending was in spot tv, dropping from $2.3 million in 1983 to $500,000.

The U.S., with total sales of 79,222 in 1984, is the biggest export market for Daimler-Benz AG, which produced 478,300 cars in 1984. U.S. auto sales represented $2.8 million of total revenues, the remaining $1.3 billion attributed to Daimler-Benz's sales from its U.S.-assembled diesel trucks and its Portland, Ore.-based Freightliner division.

Mercedes-Benz in 1984 held a healthy 20% to 23% market share of the luxury-performance category, virtually dominated by imports that included Audi, Jaguar, Saab, BMW, Volvo and Porsche. The company now offers this demanding clientele five basic Mercedes models in 11 styles.

Biggest ad support for the year was given to the new compact 190, backed by measured spending of more than $13 million. Also well backed was the larger 300D, receiving about $3 million in print and tv support. Healthy sales figures for these models are significant in light of the ad support. Both are the line's biggest sellers—23.013 for the 190 in 1984 and 33,552 for the four versions of the 300D. Totals for the models and their percentages of full Mercedes North American sales for 1984 are:

Model 190D, 5,309 sold for 6.7% of total sales; 190E, 17,704, 22.4%; 240D model, nominal sales, (phased out); 300D, 16,659, 21%; 300CD, 1,559, 1.9%; 300TD, 2,465, 3.1%; 300SD, 12,889, 16.3%; 380SE, 7,135, 9%; 500SEL, 4,557, 5.8%; 500SEC, 1,651, 2.1%; 380SL, 9,288, 11.7%.

Mercedes-Benz AG, 99 years in the business and selling in 170 countries, is well tuned to the various demographic characteristics of its marketplace, particularly the U.S.

The company divides the 50 states into seven sales zones: New York, serving the Northeast; Washington, the Middle Atlantic; Jacksonville, Fla., the Southeast; Chicago, the Midwest; Houston, the Southwest; Los Angeles, the southern Southwest and Arizona, and San Francisco, northern California.

Percentages of total U.S. sales by geographic zones include New York, 21.2%; Washington, 14%; Jacksonville, 12.7%; Chicago, 10.7%; Houston, 12.7%; San Francisco, 10.6%; Los Angeles, 18.1%.

A prime selling point added in the past two years is the emergency service offer for drivers stranded by car trouble. Mercedes can provide this service through its 412 U.S. full-line dealerships and service-only centers. The company ships parts from depots in or near Somerset, N.J.; Baltimore; Jacksonville; Chicago, and Los Angeles.

In addition to Mercedes-Benz of North America, the German parent company operates three other entities in the U.S.: Daimler-Benz of North America Holding Co., New York, a business-administration organization; Mercedes-Benz Credit Corp., Norwalk, Conn., and Freightliner Corp., Portland, Ore., a producer and marketer of medium and heavy-duty trucks and utility vehicles.

Daimler-Benz in 1969 made its first move toward a U.S. truck-marketing presence. An internal marketing study led it to start importing Mercedes diesel trucks from Germany. In 1981, Daimler-Benz bought the Freightliner Corp. truck builder started in 1939 as part of the Consolidated Freightways trucking line. In 1982, Daimler-Benz consolidated all its North American truck operations under the Freightline aegis.

Freightliner in 1984 sold 17,597 Class 8 (heavy-duty) cargo trucks. Advertising in 1984 for Freightliner totaled about $160,000, primarily in trucking magazines but also some in outdoor media.

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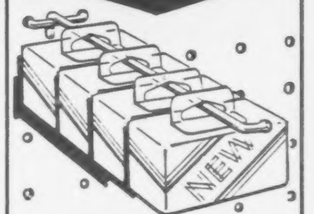

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Diario Las Américas
2900 N.W. 39th Street
Miami, Florida 33142-519[illegible]
(305) 6[illegible]

Represented nationally by
Cresmer, Woodward,
O'Mara & Ormsbee, Inc.
(CWO&O).

Medium-duty diesel trucks bearing the Mercedes-Benz marque are manufactured in Germany, assembled in Hampton, Va., and distributed nationwide by Freightliner. Total 1984 sales of these Class 6/7 trucks were about 3,000. Freightliner claims a 4.5% share of the U.S. class 6/7 diesel market of 53,724 units, compared with 40.9% for International and 27.3% for Chevrolet.

Beginning this year Schmitt Engineering, Milwaukee, is handling marketing of the Mercedes Unimog, a short-wheel-base universal implement carrier that powers more than 100 different attachments used in construction, agriculture and road work.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	6,594.9	6,594.9
Magazines	14,404.3	14,180.4
Network cable	271.7	148.4
Spot tv	486.5	2,299.1
Network tv	13,818.0	13,677.1
Spot radio	2,354.2	2,136.3
Outdoor	10.5	0.0
Total measured	37,940.1	39,036.2

MERCEDES-BENZ
OF NORTH AMERICA
One Mercedes Dr.
Montvale, N.J. 07645
(201) 573-0600
Marketing Personnel

Hans Jordan, vp-mktg
Robert C. Owens, genl mgr-mktg communications
Gerd Klauss, genl mgr-mktg planning
Kevin Davison, dir-adv

Advertising Agency

McCaffrey & McCall, New York—all models, Mercedes-Benz automobiles—William Bieser, senior vp-acct dir.

MGM/UA Entertainment Co.

RANK 137

Culver City, Cal.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	706.9	723.0	-2.2
Net income	34.7	41.9	-17.1
U.S.			
Sales	474.7	507.6	-6.5
Operating profits	N/A	N/A	N/A
Advertising	29.8	20.8	43.3

Box office bombs in the first half of fiscal 1985 have soured the celebratory mood at MGM/UA Entertainment Co., Culver City, Cal., which last year observed its 60th anniversary.

For the first half of the 1985 fiscal year, the company posted $80.5 million in net losses, compared with $43.4 million earned in 1984's first half. Though potential hit movies have either just been released or are yet to come, the danger zone is by no means passed.

MGM/UA spent $29.8 million in measured advertising last year, a 43.3% increase in measured ad spending from 1983, and one that earns the company the 137th spot among national advertisers.

MGM/UA used network cable for the first time, which compensated in part for a two-thirds reduction in magazine spending and a 16% drop in network tv advertising.

The company earned a declining though respectable $34.7 million in net income for the fiscal year ended Aug. 31, 1984, on operating revenues of $706.9 million, down 2.2%. Although steady revenue increases have continued in home video, pay tv, tv distribution and film laboratory segments, the company has seen a steady and precipitous decline in theatrical film and tv program revenues since 1982.

MGM/UA chairman Frank Rothman attributed the first-half 1985 earnings decline to continued weak performance by the company's theatrical releases, despite increases in revenues from home video, film laboratory and tv programing divisions.

In a move that puzzled Hollywood executives, MGM/UA earlier this year sought to divide itself again, following the 1982 merger of the studios after financial difficulties. Alan Ladd Jr., a former president of 20th Century-Fox Film Corp. and founder of the Ladd Co., in January was named president of United Artists Corp., while former MGM/UA vice-chairman Frank Yablans was made head of MGM Films.

In March, Mr. Ladd was elevated again to the new post of president-chief operating officer at the parent company after the departure of Mr. Yablans, whose shift to MGM seemed to bode ill for his MGM/UA career. And more recently, Mr. Rothman announced that MGM/UA may sell one of its two studios.

Amid this corporate chaos comes an already beleaguered studio plagued by the unpopularity of many of its more ambitious movie projects.

The studio took writedowns on four recent releases, including "Mrs. Soffel," "Garbo Talks," "The Aviator" and "The Pope of Greenwich Village," and its only network tv series productions, "Jessie" and "Paper Dolls," were canceled by ABC-TV midway through their first season.

The company spent $2 million in measured media during 1984—via agency Wells, Rich, Greene, Los Angeles—to promote "Greenwich Village," and it spent $2.7 million on "Red Dawn" and $2.5 million on "Teachers," the latter a box office flop.

On the bright side, early grosses are encouraging for MGM/UA's 14th James Bond film, "A View to a Kill." And "2010," the sequel to "2001: A Space Odyssey" that the company called its "Christmas present to audiences everywhere," grossed $41 million after its release last December. The latter film cost $25 million to produce. Future projects include other sequels of successful films, among them "Rocky IV" starring Sylvester Stallone and "Poltergeist II: The Other Side."

In April, MGM/UA purchased the 15% stock it did not already own in its MGM/UA Home Entertainment Group, formed in 1982 to distribute theatrical films to the pay tv, home video and other markets. The company released 96 new videocassette titles during fiscal 1984. Aside from the two tv series canceled by ABC, MGM/UA produces first-run syndication episodes of "Fame," a musical drama, and "Kids Inc.," a children's variety show.

Tv program operating revenues in fiscal 1984 were $67 million, down 30%, while revenues from theatrical film distribution were down 15%, to $220.2 million. Tv distribution sales, however, were up 28% to $185.2 million, while home video and pay tv revenues reached $44.7 million, an 18% increase.

At fiscal yearend 1984, the company employed 2,600 workers.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	251.8	758.9
Network cable	287.0	0.0
Spot tv	3,629.1	7,966.5
Network tv	22,764.8	11,120.0
Spot radio	2,791.3	782.8
Outdoor	47.5	145.1
Total measured	29,771.5	20,773.3

MGM/UA ENTERTAINMENT CO.
10202 W. Washington Blvd.
Culver City, Cal. 90230
(213) 558-5000
Marketing Personnel

Irv Ivers, president-worldwide mktg
Gregory G. Morrison, senior vp-creative adv
Ted Hatfield, vp-field operations
Bud Filippo, vp-mktg admin
Terry Katz, vp-rsch
Edie Kelter, vp-media & co-op adv
William Minot, vp-natl merch
Ed Pine, vp-publicity

Advertising Agency

Wells, Rich, Greene, Los Angeles, Cal.—Larry Olshan, president-entertainment; Dick Porter, senior vp-mgmt super; Lisa Courtney, media dir; Janet Laird, acct coord; Kristy Frudenfeld, media planner.

When you care enough to send the very best

Rejecting the advice of most advertising "experts" of the day that nobody looked for brand names when buying greeting cards, Hallmark Cards founder Joyce C. Hall in 1928 wrote his own first ad, for publication in the *Ladies' Home Journal*, then went on to sponsor a popular radio program featuring Tony Wons reading verses.

Both were successful and led to a long-term advertising commitment expressed ultimately in the Hallmark Hall of Fame and today's greatly expanded print and tv campaigns.#

Monsanto Co.

RANK 191

St. Louis

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	6,691.0	6,299.0	6.2
Net income	439.0	402.0	9.2
U.S.			
Sales	4,914.0	4,596.0	6.9
Operating profits	477.0	434.0	9.9
Advertising	20.6	18.1	13.7
Division sales			
Agricultural prods.	1,256.0	1,167.0	7.7
Fibers	1,194.0	1,170.0	2.1
Polymer prods.	1,877.0	1,830.0	2.6
Other	2,364.0	2,132.0	10.9

Monsanto Co. continued positioning itself in 1984 to break into new markets in agriculture, healthcare, and engineered products and materials as time runs short on patents for its two leading products, Lasso and Roundup herbicides.

The St. Louis-based marketer of chemicals, plastics, fibers and various industrial products was the nation's 191st largest advertiser for the year, boosting total measured spending 14% to $20.6 million.

Monsanto's U.S. patents covering Lasso herbicide and its use expire in 1986 and 1987, while the U.S. patents covering Roundup herbicide and its use expire in 1991 and 2000. To prepare for the anticipated competition, Monsanto is developing improved products, which are now in advanced stages of the regulatory process. The company also is turning its vast technological resources to the job of creating new products in several key areas.

Emphasis is being placed on growth areas, such as agriculture, nutrition and healthcare, through biotechnology and genetic engineering. The company gradually is placing less emphasis on commodity products such as fibers and chemicals, and more on value-added specialty products, such as genetically improved products, such as seeds, and engineered products.

Monsanto, the nation's No. 1 farm advertiser, increased measured spending of its most important proprietary products, Lasso and Roundup herbicides, among other products for agriculture, by 9% in 1984 to nearly $9 million. The ads appeared mainly in farm trade publications. In addition, Monsanto increased spot tv spending 47% to $4.4 million for Lasso and Roundup.

Sales of herbicides and other agricultural chemicals in 1984 increased 8% to $1.25 billion, accounting for about 20% of Monsanto's $6.7 billion in total revenue for the year, which was up 6%. Net income for 1984 was $439 million, up 9% over 1983. Monsanto's total sales divided roughly into eight categories: Agricultural, 20%; construction and home furnishings products (mostly fiber products), 19%; capital equipment, 13%; pharmaceuticals and personal products, 13%; products used in manufacture of motor vehicles, 9%; apparel, 7%; chemicals and hydrocarbons, 7%; other markets, 12%.

Measured ad spending for Monsanto's broad range of fiber products increased 10% in 1984 to $5.5 million, mostly for magazine.

U.S. sales of $4.5 billion accounted for 67% of Monsanto's total income in 1984, while international sales of $2.2 billion accounted for 33% of revenues.

Profits from sales of herbicides in 1985 may be squeezed by a worsening farm economy. Monsanto's first-quarter profits tumbled 50% to $87 million, compared with the same period in 1983. Operating profits from pesticide operations were down 21% to $121 million. With a strong dollar continuing to hurt U.S. agricultural exports and expectations of surplus crops in 1985, the prospects for 1986 herbicide sales also appear weak.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	4,953.6	3,440.5
Spot tv	4,639.6	3,527.6
Network tv	0.0	921.5
Spot radio	1,477.9	1,203.3
Network radio	520.0	700.0
Outdoor	29.0	50.8
Farm pubs	8,996.4	8,288.2
Total measured	20,616.5	18,131.9

MONSANTO CO.
800 N. Lindbergh Blvd.
St. Louis, Mo. 63167
(314) 694-1000
Marketing Personnel

S.E. Dowdy, dir-mktg communications & info
R.C. Isham, dir-adv & mktg info
R.F. Tripodi, corp adv programs dir
R.J. Williams, dir-production
J.M. Costello, dir-corp mktg & rsch
J.F. Hussey, vp-public affairs

MONSANTO AGRICULTURAL PRODUCTS CO.
St. Louis, Mo.
Marketing Personnel

D.H. Swan, group vp

Advertising Agency

(In-house).

MONSANTO FIBERS & INTERMEDIATES CO.
St. Louis, Mo.
Marketing Personnel

J.E. Springgate, president

Advertising Agency

(In-house)—James Peurrung, M.F.I. sales

MONSANTO INDUSTRIAL CHEMICALS CO.
St. Louis, Mo.
Marketing Personnel

R.U. DeSchutter, vp-managing dir
L.H. Johnson, mgr-adv, sales promo, mktg rsch

Advertising Agency

Trout & Ries, New York—Steve Rivkin, exec vp

MONSANTO POLYMER PRODUCTS CO.
St. Louis, Mo.
Marketing Personnel

Thomas J. Newcomb, dir adv & pr
Jane E. McKinney, mgr-adv
Donald T. Berns, pr mgr

Advertising Agency

Muller Jordan Weiss, St. Louis, Mo.—W. Rice, acct exec.

National Distillers & Chemical Corp.

RANK 139

New York

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	2,244.9	1,948.5	15.2
Net income	51.4	66.7	-22.9
U.S.			
Sales	2,182.7	1,885.9	15.7
Operating profits	N/A	N/A	N/A
Advertising	29.2	26.0	12.4

National Distillers & Chemical Corp., ranked the 139th largest advertiser in 1984, is battening down for the "Prohibition-type" climate emerging in the U.S. by decreasing marketing expenses while concentrating on major brands with a proven track record.

The New York-based company during 1984 increased measured media advertising 12.4% over 1983 to $29.2 million as it recorded net income of $51.4 million, down 22.9% from the previous year, on net sales of $2.25 billion, up 15.2%.

Sales and profits from the spirits and wines division declined in 1984 because of reduced volume of shipments, a less profitable mix of product sold and higher advertising and merchandising costs.

The company attributes the decline in spirits shipments to public attitude concerning perceived alcohol abuse, and reduced wine sales to encroachment by foreign wines benefiting from the strong U.S. dollar.

The company, rather down on the industry's future, reports, "There will not appear to be any significant improvement in profitability for distilled spirits operations in the immediate future" because of the social concern over alcohol abuse and the increase in the federal excise tax on distilled spirits to take effect Sept. 30. The excise tax, the first increase in 30 years, will add about 30 cents to the cost of a 750ml of distilled spirits.

The spirits and wine sector at National Distillers in 1984 accounted for $27.7 million in operating income, or 15.3% of the company total, on sales of $648.8 million, 28.9% of the total. Petrochemicals, oleochemicals and energy are the remaining divisions.

Not much change occurred in the first quarter ended March 31. National Distillers suffered a 45.6% decline in net income from the prior year to $19.9 million on a 3.2% decline in net sales to $574.2 million, results that prompted Drummond C. Bell, chairman-ceo, to relate today's social and legislative climate to the "dim dark days of Prohibition" when National Distillers was formed "against all odds."

However, the losses were suffered on the chemical side, rather than distilled spirits where profits were up because of a decrease in marketing expenses and improved volume and profitability for the DeKuyper line of cordials.

National Distillers places most of its distilled spirits advertising in magazines (43% of all advertising) and outdoor (20% of all advertising). Its Almaden wine adds a twist to the media mix by allocating most of its brand spending to network tv (17% of total advertising) and network radio (11%). The company also carries out aggressive point-of-sale advertising to support its products.

National Distillers has seven products ranked among the top 50 distilled spirits brands in the country, according to market rankings by John C. Maxwell Jr., Laidlaw Ansbacher, New York. Windsor Supreme heads the company list, ranking No. 6 nationally in 1984, up two notches from 1983. Windsor Supreme, a Canadian whisky, had a case sales increase of 8%. Ad support of $6.3 million—the most for any company distilled spirit—was up only slightly from 1983. Windsor was the subject of a multi-million-dollar ad campaign in 1984 that continues into 1985 that ties the product to the rugged Canadian Rockies.

Gilbey's gin, the top American-made gin, dropped a slot to No. 13 on the basis of a 4.8% drop in case sales. Gilbey's was supported with $4.8 million, down 5.9% from 1983. No. 16 Kamchatka vodka, which receives only modest ad support, fell two ranks on the basis of a decline of 2.9% in case sales. Advertising likewise dropped 16.2% to $320,300.

Old Grand-Dad bourbon rose one rank to No. 31 in 1984 on a 2% increase in case sales and Old Crow dropped three places to No. 32 with a decline of 10.3% in case sales. Old Grand-Dad advertising dropped 14.9% to $4 million, and another bourbon, Old Crow, received minimal ad support of $284,400, up from only $9,100 in 1983.

Almaden wine, the nation's third largest table wine with 10.3 million cases, was the only wine producer that grew, albeit 0.1%, in the top 10 in 1984, according to *Impact*, the wine-industry newsletter. Cause for the growth was its introduction of Golden Chablis. Almaden got a hefty $8.8 million in ad support during the year, up 46.7% from 1983. Only No. 1 Gallo and Carlo Rossi surpass Almaden in case depletions with 20 million and 17.7 million, respectively.

The only other distilled spirits brand receiving sizable support was DeKuyper cordials and liqueurs, $1.2 million, virtually the same as in 1983. DeKuyper posted a 40% sales increase, primarily because of one line, its Original Apple Barrel schnapps. Sales of the brand line have risen from 30,000 in 1983, the introductory year, to 420,000 in 1984. Original Peachtree schnapps and Mountain Strawberry schnapps are other DeKuyper products with sales strength.

During the year, the company sold Mallinckrodt, St. Louis, to Avon Products. Mallinckrodt produces chemicals for the healthcare and food-processing markets.

Some foreign and/or private companies do not divulge sales or income figures. Where estimates could not be obtained, N/As appear in charts and the boxed information preceding the profiles to indicate "not available."

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,192.9	1,192.9
Magazines	12,531.9	13,803.5
Network cable	11.4	0.0
Spot tv	1,743.0	5,584.8
Network tv	4,868.1	195.6
Network radio	3,183.6	0.0
Outdoor	5,669.5	5,203.5
Total measured	29,200.4	25,980.3

NATIONAL DISTILLERS
& CHEMICAL CORP.
99 Park Ave.
New York, N.Y. 10016
(212) 949-5000
Marketing Personnel

Drummond C. Bell, chmn
John H. Stookey, president
Todd S. Middleton, vp-mktg

NATIONAL DISTILLERS
& MUNSON SHAW CO. (Imports)

Thomas A. Coppini, mgr
Emil Pavone, pr dir
William B. Hewson, mktg group dir
Vincent Calenda, mktg group dir
Patricia Wiley, mktg group dir

Advertising Agencies

BBDO, New York—John Firestone, vp-mgmt super; Mark Romeny, acct super-all brands; Frank Buttitta, acct exec-DeKuyper cordials & liqueurs, Sauza Tequila, Coco Ribe; Denise DiMatteo, acct exec-Gilbey's gin, Gilbey's vodka, Gilbey's rum, Old Crow, Old Taylor.

Young & Rubicam, New York—Bonnie Goun, vp-acct super; Mort Lowenstein, group dir-mgmt super; Ann Dempsey, acct exec-Old Grand Dad, Windsor Canadian.

USI CHEMICALS
Cincinnati
Marketing Personnel

William F. McDonald, vp-genl mgr
Timothy H. Smith, vp-mktg
J.W. Schmid, adv-publicity mgr-plastics
R.E. Cuttforth adv-publicity mgr-chemicals
Art Fusaro, dir-communications

Advertising Agencies

Chemical Communication Group (in-house), Cincinnati, O.—USI Chemicals, Emery Chemicals—Art Fusaro

HCM—Robert Avena, acct exec.

EMERY CHEMICALS
Cincinnati
Marketing Personnel

Douglas L. Allen, vp-genl mgr
Art Fusaro, dir-communications

SUBURBAN PROPANE GAS CORP.
Morristown, N.J.
Marketing Personnel

Mark J. Anton, chmn-president
Joseph Arches, mgr-adv
Neil Carey, vp-mktg

ALMADEN VINEYARDS
San Jose, Cal.
Marketing Personnel

John D. Lethbridge, vp-spirits & wines
Robert G. Mutschler, dir-mktg
Ron Siletto, genl mgr-Almaden
Richard L. Carretta, vp-sales

Advertising Agency

BBDO, San Francisco, Cal.—Ray Hehman, senior vp-group mgmt super; Linda Roccia, acct coord; Alan Abrams, acct super; Maggie Bedecarre, acct exec.

NCR Corp.

Dayton

RANK 163

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	4,074.3	3,731.0	9.0
Net income	342.6	287.7	19.0
U.S.			
Sales	2,255.6	2,013.2	12.1
Operating profits	316.5	329.6	-4.0
Advertising	24.2	11.0	120.9

NCR Corp. is trying to spread the message that it is a producer and marketer of integrated information-processing systems, not of individual pieces of computer hardware, through its $24.2 million in measured media advertising.

The Dayton, O.-based company, ranked as the 163rd largest advertiser, had total revenue of $4.1 billion, an increase of 9% over 1983. Net income increased by 19% to 2.6 million in 1984. But for the first quarter of 1985, ending March 31, revenue dropped 4%, to $445 million from first quarter, 1984, and income fell 4% to $43.6 million. Sales suffered primarily from exchange rate translations. NCR in 1984 generated 47% of its operating income and 45% of its revenues from abroad.

The vigorous new marketing stance can be seen in the 120.9% increase in measured spending from 1983. Not all of NCR's individual products are marketed to consumers, but the corporation's approach to developing integrated systems of equipment does affect its full line, including personal computers, retail merchandising systems and office automation.

Three new personal computer products introduced by NCR this spring show the company's strong commitment to its personal computers as a basic product line for future marketing. NCR quotes studies showing that U.S. personal computer shipments, valued at $8 billion in 1984, will top $28 billion by 1989.

While NCR's new products are called "personal computers," they are microcomputers designed for use in the business environment, not the home. NCR is aiming at the business and professional market and knows it will not be an easy market to expand in primarily because of the dominance of IBM. IBM has 70% of the mainframe computer market and holds about 28% of the microcomputer market, followed by Apple with 13.8%; Commodore, 6.7%; Hewlett-Packard, 5.8%, and Tandy, 5.5%.

Among new products, NCR's PC8 is a high-end personal computer that is used as a stand-alone personal computer or a multiuser computer for as many as 16 operators with a price range of between $3,800 and $5,500.

The NCR PC6, a modular computer that can process information 38% faster than its competitors, according to NCR, competes with personal computers such as the IBM PC/XT. Pricing starts at about $2,600.

Retail Personal Computer is basically a personal computer with inventory control and related point-of-sale systems. It is priced at between $4,300 and $8,700. NCR also has personal computers priced about $2,000.

Reasons for the subtantial increase in measured media in 1984 were the addition of new category advertising in 1984, including $3.3 million for NCR computer systems, $8.04 million for personal computers, $7 million for the PC4 computer system, and $1.9 million for Tower computer system.

In systems or products advertised in both years, the product, as opposed to system, getting the most spending was the NCR Mentor at $445,000, up from $178,700 in 1983. Spending for the company's business computer systems as a class, was down sharply to $152,000 in 1984 from $8.1 million in 1983 as the company opted for "systems" spending. Corporate general promotion advertising rose 27% in 1984, to $3.31 million.

By media, the heaviest outlay went for network tv, up 68% to $17.3 million, as comedian Dom DeLuise plugged the personal computer. Quantum leaps were made in spending for magazine space, increasing by seven times to $4.1 million in 1984, and for spot tv, soaring to $2.8 million in 1984 from just $87,000 in 1983.

NCR's marketing strategy for its new computer products is to offer them for the broadest possible applications with designs that address the largest possible selection of software.

Computer technology, NCR says, is everywhere now, and that is where NCR Corp. is headed with its products and marketing programs.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	4,100.1	580.6
Network cable	58.5	0.0
Spot tv	2,813.5	87.1
Network tv	17,272.0	10,302.4
Outdoor	0.0	3.2
Total measured	24,244.1	10,973.3

NCR CORP.
1700 S. Patterson Blvd.
Dayton, O. 45479
(513) 445-5000
Marketing Personnel

Paul W. Lappetito, senior vp-U.S. data processing group
Rex M. Fleet, vp-financial systems div
Daniel J. McCarthy, vp-retail systems div
Johann Oosthuizen, vp-commercial, industrial, medical, education, govt systems div
S. Richard Reece, vp-finance & admin
Richard B. Reese, vp-customer services div

Advertising Agency

Kircher, Helton & Collet, Dayton, O.—Garry L. Day, acct super; James D. Hackworth, Michael J. Higgins, Robert F. Leetch, Melinda Dyer—acct execs.

Backer & Spielvogel, New York—Charles Decker, senior vp-mgmt supv; Ed Keating, vp-acct dir; Deborah Pawlik, acct super; Matthew Sawyer, acct exec; Thomas Cotton, acct super.

Reiser Williams DeYong/C&W, Santa Clara, Cal.—Gary Saucke, mgmt super; Greg Fullington, acct exec; Carol Elliott, assoc acct exec.

North American Philips Corp.

New York

RANK 136

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	4,325.9	3,799.8	13.8
Net income	130.5	95.7	36.4
Advertising	30.0	27.3	9.8
Division sales			
Consumer prods.	2,373.2	2,106.8	12.7
Electr. components	905.7	785.9	15.3
Professional equip.	1,047.0	907.1	15.5

Cresting a wave of consumer enthusiasm in the electronics business, North American Philips Corp., New York, earned record sales and net income in fiscal 1984. Now the company hopes to capitalize on its relationship with N.V. Philips of the Netherlands by integrating the parent company's production of color tv sets and related consumer products.

North American Philips, the 136th largest advertiser, spent nearly $30 million in measured advertising during 1984, a 9.8% increase over 1983. However, unmeasured advertising builds total ad spending to $44.9 million, according to the company, representing a 5.6% increase over 1983.

Noteworthy media shifts include a trebling of magazine advertising and a sixfold increase in spot radio. At the same time, North American Philips reduced slightly the level of network and spot tv buys for its many brands.

The company earned record net income of $130.5 million, up 36% from 1983, on record net sales of $4.3 billion, up 14%.

Consumer electronics products, manufactured under the Magnavox, Philco and Sylvania brand names, accounted for $1.2 billion in sales, making the Knoxville, Tenn.-based NAP Consumer Electronics Corp. the largest division in the company, constituting 29% of corporate sales.

The unit earned $11.3 million in 1984 operating income, compared with just $700,000 in 1983 and a $19 million loss the year earlier.

To counter increased price competition from Far East electronics sources, NAP has focused on improved tv chassis designs and increased factory automation as a means for improving profitability. Stereo tv and videocassette recorder products as well as improvements in picture-tube and projection tv systems position the company well for future competition in the segment. The unit earned operating income of $11.3 million.

Philips' Netherlands parent provides research and development capabilities and acts as a supplier to the U.S. company. An agreement forged last summer calls for the eventual integration of product development, engineering and manufacturing for audio and video products of both companies worldwide.

The Magnavox and Sylvania brands each received more than $6 million in measured media support, according to Leading National Advertisers, while the Philco brand received less than $1 million. NAP also offers co-op programs with dealers, although co-op dollars are not included in the measured totals.

Electrical consumer products accounted for $904 million in 1984 sales, a 14% jump due mostly to increased sales of lighting products and Genie garage-door openers. The company's 1983 purchase of Westinghouse's lamp division will result in the consumer introduction of "Westinghouse lamps by Philips" later this year.

Genie, a leader in the garage-door opener industry, increased its market share 28% last year, and introduced new products including metal detectors and expansions in home vacuum

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products.

The entire Genie line was supported by nearly $3 million in advertising last year, and more new product introductions are expected through 1985.

Unit sales of Norelco electric shavers increased 10% in 1984 with more than $10 million in measured ad spending, while a new tv spot for the company's Schick electric shavers "contributed importantly" to sales increases, the company said.

Other consumer products marketed by North American Philips include musical instruments sold under the Selmer, Glaesel and Ludwig brands, Norelco coffee makers, hair dryers, thermometers and other appliances, and Anchor Brush Co. toothbrushes and cosmetic packages sold to other companies.

North American Philips also makes diagnostic medical equipment, professional electronics instrumentation products, cable tv system hardware and professional dictation equipment.

The major executive change at the company during 1984 came when Pieter Vink retired as chairman last December, ending a 47-year career with the company and its Dutch parent. He is succeeded by company president Cees Bruynes, who added the chairman's title.

Fifty-eight per cent of North American Philips' common stock is held in trust by the Connecticut National Bank for N.V. Philips of the Netherlands. The trust was established during World War II to protect from seizure the assets of the American company.

The Dutch company's r&d budget—$1 billion in 1984—has led to the adoption by North American Philips of such products as Norelco razors and the Philips Compact Disc audio system.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	8,962.4	2,475.6
Network cable	682.0	478.2
Spot tv	3,027.1	3,821.2
Network tv	17,145.0	20,449.7
Spot radio	98.5	16.3
Outdoor	50.6	40.0
Total measured	29,965.6	27,280.8

NORTH AMERICAN PHILIPS
100 East 42nd St.
New York, N.Y. 10017
(212) 697-3600

NAP CONSUMER ELECTRIC CORP.
Marketing Personnel
Donald F. Johnstone, president-ceo
Gary Thorne, vp-sales, Magnavox
Ron Marsiglio, vp-color tv mktg
Lou Slangen, vp-audio video equip mktg
Advertising Agency
Doyle Dane Bernbach, New York—Tony Hagan, vp-acct super.

CONSUMER PRODUCTIONS DIV
Marketing Personnel
Richard Q. Kress, president
Robert E. Beasley, vp-mktg
John P. Rohmer, adv mgr
Advertising Agency
McCaffrey & McCall, New York—Ron Vavra, acct super.

GENIE HOME PRODUCTS
Marketing Personnel
John Gray, president
Michael Reilly, vp-mktg
Michael Fox, adv mgr
Bruce Thomas, vp-sales
Advertising Agency
Hesselbart & Mitten, Akron, O.—Tim Sweis.

PHILIPS MEDICAL SYSTEMS
Marketing Personnel
Dominick Protomastro, president
Howard Motter, mktg planning mgr
John Neugebhaur, mktg planning mgr
Anthony Lombardo, mktg planning mgr
Harry Freeman, mktg planning mgr
Advertising Agency
(In-house)

NAP LIGHTING CORP.
Marketing Personnel
Alan K. Hegedus, president
Steve Goldmacher, adv & sales promo mgr
William V. Attardi, vp-mktg
Advertising Agency
Gianettino & Meredith, Mountainside, N.J.—Marc Grossberg, acct super.

BAKER, KNAPP & TUBBS
Marketing Personnel
Robert Fernbacher, president
Bill Barborka, dir-adv
John Fowler, exec vp-sales & mktg
Advertising Agency
Aves Advertising, Grand Rapids, Mich.—Phil Van Suilichem, acct exec; John Aves, president, acct super.

SELMER CO.
Marketing Personnel
H.W. Petersen, president-ceo
Peter A. Ryan Jr., exec vp-adv
Advertising Agency
Wm. R. Biggs, Gilmore Associates, Kalamazoo, Mich.—Carolyn Barton, acct super.

PHILIPS BUSINESS SYSTEMS
Marketing Personnel
Arthur Hanrahan, president
Paul Dentone, exec vp
Timothy Holmes, dir-mktg
Advertising Agency
Greenstone & Rabasca, Melville, N.Y.—Richard D'Amico, acct exec.

NYNEX
New York

RANK
197

($ figures = 000,000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	9.5	10.1	-6.3
Net income	0.99	0.98	0.4
Advertising	0.02	N/A	N/A
Division sales			
Local service	5.0	5.5	N/A
Network access	2.6	N/A	N/A
Toll service	1.3	4.4	N/A
Other	9.5	10.1	N/A

Evolution in the Northeast to a service-oriented economy is the keystone of marketing efforts at NYNEX Corp., comprised of two main operating divisions, New York Telephone and New England Telephone & Telegraph.

New York City-based NYNEX, one of seven regional holding companies created in 1984 by the breakup of American Telephone & Telegraph, ranked the 197th leading advertiser based on measured media spending of $20 million.

The company devoted 73% of its measured spending to spot tv, almost $10 million promoting services of the two main subsidiaries, and another $4.7 million for business systems, information resources, and NYNEX mobile communications divisions.

NYNEX recorded strong earnings in its first year of $986.4 million on revenue of $9.5 billion. The company expects to build on those results by fall, 1985, with the addition of new services targeted at the telecommunications needs of large companies—where the company makes most of its profits.

Moves include introducing a packet switching network for sending high-speed computer data, direct digital connection for digital private branch exchanges, high-speed digital private line service in selected areas, a high-speed switched data transmission service, and new features on Centrex service.

These services are in addition to advertising and marketing developed in 1984 to attract business and residential users, and to stimulate increased use of the telephone network.

But in attempting to provide better service for business customers, NYNEX is facing market erosion from an unlikely competitor—AT&T. The competition surfaced this spring when AT&T Communications, the long-distance unit of AT&T, cut in on NYNEX "jurisdiction" to link up with Merrill Lynch & Co. in Manhattan. The service will bypass the local switching network, thereby saving Merrill Lynch from paying access charges to New York Telephone for long distance service.

Although AT&T executives say they do not seek to bypass regional phone companies, circumstances in the regulation and pricing of telephone services caused New York Telephone to turn down the Merrill Lynch account as unprofitable. Other direct linkups are being planned with several large New York corporations by AT&T.

One NYNEX source complains the company still is not free to compete on an equal footing with some service providers. Regulatory restrictions make the AT&T encroachment that much more worrisome for NYNEX, because such restrictions have meant that business service in effect subsidizes residential service.

Tv spots in 1984 covered the gamut of themes, including corporate identity, end-user and business-related campaigns. "New York lives on New York Telephone" was the general theme for tv and radio spots focusing on efforts to upgrade the telephone system through fiber optics, digital services and value campaigns discussing rate charges. "Be street smart" by using public phones was the theme of a tv and radio campaign.

Both New York and New England telephone companies engaged in heavy spot tv promoting telephone use by groups of all ages. Selected ads featured calls from a mother of the bride and from children at camp. New England telephone also focused heavily on value-oriented campaigns.

End-user and business-oriented advertising made up the bulk of $3.8 million in total measured spending for magazines. NYNEX started 1984 with a print-media corporate identity theme: "Tough demands breed tough minds." In 1985, the theme became "It pays to know us," as NYNEX focused on the better value of its services compared with AT&T and other providers.

NYNEX divisions in 1985 continue focusing on services, such as mobile communications (cellular radio), with a "Think of us as your mobile phone company" campaign theme.

NYNEX created a business information services group in 1984, promoted heavily on spot tv, to help business customers make sense of a bewildering array of equipment and service choices. A humorous "Alexander Graham NYNEX" theme explains the development of integrated voice and data systems and the availability of NYNEX "advisers" who can help with sales, service, installation and repair.

NYNEX Information Resources Co. received almost $3 million for the year in measured spot tv, and $276,000 in print, mainly to promote NYNEX Yellow Page ads to consumers, business-to-business and Hispanic markets. One ad theme, "Just looking," shows silly situations that are avoided by using Yellow Pages, including a couple "just looking" at a menu while sitting in a restaurant.

The primary focus of Yellow Page ads in 1985 is the end-user (business and consumer), with the theme: "It's a very important part of your life." The marketing strategy is to create a desire among end-users to use the product, thereby bringing in advertisers.

Another important development in 1984 was the opening of two Datago retail stores, which marks the entry of NYNEX in the business of selling office automation equipment.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,775.3	N/A
Spot tv	14,536.2	N/A
Spot radio	1,654.4	N/A
Outdoor	45.2	N/A
Total measured	20,011.1	0.0

NYNEX
335 Madison Ave.
New York, N.Y. 10017
(212) 370-7400

NYNEX CORP.
Marketing Personnel
James Hennessey, exec vp
Advertising Agency
Young & Rubicam, New York—Robert Moore, acct exec; Jim Martin, acct super.
Stone & Adler, New York—direct response—Judith Carpenito, acct super.
Healy Schutte, Comstock, Buffalo—collaterals—Stacey Fitzgerald, acct exec; Dick Walsh, senior vp, and Lohmeyer, Simpson Communications, Morristown, N.J.—collaterals—Richard Ricciardi, acct exec.

NEW YORK TELEPHONE
Marketing Personnel
Joseph M. Walsh Jr., vp-regulatory, planning & mktg
Advertising Agencies
Young & Rubicam, New York—Jim Martin, acct super; Robert Moore, acct exec.
Wunderman Ricotta & Kline, New York—direct response—Gloria Thurm, acct exec.
Chapman Direct Marketing, New York—direct mail—Richard Petrocy, vp-group mgmt super; Shelly Schidle, acct super; Lorraine Salta, acct exec; Usha Krishman, acct exec.
Conill Advertising, Manhattan—Hispanic markets—Gloria Tuero, acct exec.
Kenyon & Eckhardt, New York—public telephone—Noreen Palardy, dir-media; Valerie Ryan, super; Janine Hirshfield, planner.

NEW ENGLAND TELEPHONE
Marketing Personnel
Peter Haynes, vp-mktg
Advertising Agency
Harold E. Cabot, Boston—William H. Monaghan, exec vp.

NYNEX INFORMATION RESOURCES
Marketing Personnel
Joel Barber, vp-business devel
Advertising Agencies
Chiat Day, New York.
Conill Advertising, New York—Hispanic markets.

NYNEX BUSINESS
INFORMATION SYSTEMS
Marketing Personnel
Charles Many, vp mktg
Advertising Agencies
Hill Holliday Connors Cosmopulos, Boston—media buying for DataGo retail outlets, Compact Systems—Angotti Thomas Hedge, (New York)-creative; Mark Murphy, adv mgr.
NYNEX Business Information Systems Agency (in-house).

NYNEX MOBILE COMMUNICATIONS
Marketing Personnel
Robert Martin, vp-mktg
Advertising Agency
Scali, McCabe, Sloves Direct, New York—Jerry Reitman, pres; Lee Graham, exec vp-genl mgr; Jane Solomon, vp-mgmt super; Roberta Weinstein, acct super; Laurette Pagano, acct exec; Robert Culver, copy writer; Michael Campbell, art dir.

Orion Pictures
Los Angeles

RANK
195

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	223.0	154.7	13.4
Net income	6.6	7.3	9.7
U.S.			
Sales	126.3	123.0	2.7
Operating profits	N/A	N/A	N/A
Advertising	20.1	15.8	26.7

Orion Pictures Corp., Los Angeles, the 195th largest advertiser with measured spending of $20.1 million in 1984, began enjoying the success of recent film releases and a tv series as its fiscal 1985 drew to a close.

Its slate of commercially successful new products augurs well for the company, which for fiscal 1985, ended Feb. 28, earned $6.6 million, a nearly 10% decline from the previous year, on revenues of $223 million, a 44% increase.

Substantial improvements in fourth-quarter 1985 earnings—directly traced to the box office popularity of Orion releases such as "Amadeus" and "The Terminator" in theaters and of the company's "Cagney & Lacey" CBS-TV series—carried over to the first quarter of the current fiscal year, however.

Orion earned net income of $2.8 million, a 141% leap, in the last three months ending Feb. 28, on revenues of $68.8 million, a 102% jump over the similar period in 1984.

Orion's measured spending in 1984 represented a 26.7% increase over 1983. Of that total, the company boosted magazine spending 59% to $760,800 and lowered network cable buys 55% to $82,600.

The company spent $2.3 million through December, 1984, promoting "The Terminator," a box office smash starring Arnold Schwarzenegger that as of Feb. 28 had earned $40 million in domestic theatrical rentals.

Orion backed Francis Coppola's "The Cotton Club," released in December, 1984, with $3.7 million in its first several weeks at theaters. But cost overruns and production delays led to a write-down on Orion's fourth-quarter 1985 balance sheet, partially offsetting gains from "The Terminator" and "Amadeus." The latter film received $440,000 in December support but went on to earn $49.8 million in box office rentals as of June 6 and sweep this year's Academy Awards with Oscars for best picture, best actor, best director, best adapted screenplay and others.

More recently, Orion's "Code of Silence," an action-adventure film starring Chuck Norris, topped movie grosses with $18 million in only five weeks of release. "Desperately Seeking Susan," an April Orion release starring Madonna has as of June 6 earned $22.4 million.

Other 1984 releases included Woody Allen's "The Purple Rose of Cairo" and John Schlesinger's "The Falcon and the Snowman."

The company releases an average of 12 to 16 films a year. It planned to distribute 14 films in fiscal 1985, compared with 12 released a year earlier.

Like many other film producers and distributors, Orion's strategy involves "preselling" rights for subsidiary distribution and exhibition before the film has been completed. For example, exclusive and nonexclusive licensing arrangements with Time Inc.'s Home Box Office grant it pay-cable privileges, deals for home-video, cable and broadcast tv rights, which help to minimize capital risk. With that strategy, a film conceivably could earn a profit before its initial theatrical release. Orion also seeks outside investor capital to limit its financial burden in film projects.

The company's only current first-run tv project, "Cagney & Lacey," was resurrected by CBS in an unusual move after its first-season cancelation in 1983. It stars Sharon Gless and Tyne Daly as a pair of police detectives. The series' popularity continues, and Orion may realize significant profits from syndication once enough episodes have aired to ensure its commercial viability.

Orion also holds syndication rights for 1960s series including "The Addams Family," "The Avengers," "Green Acres" and "Mr. Ed." In addition, it syndicates a half-hour version of NBC-TV's "Saturday Night" and has earned royalties from a revamped "Hollywood Squares" show, which aired for 14 years until its cancelation in 1981. Orion co-produced the latter series when the company was known as Filmways Inc., which was changed to Orion in 1982.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	760.8	477.2
Network cable	82.6	182.2
Spot tv	4,754.0	2,961.1
Network tv	13,160.3	10,946.4
Spot radio	1,300.2	922.8
Network radio	0.0	346.3
Total measured	20,057.9	15,836.0

ORION PICTURES CORP.
1875 Century Park E.
Los Angeles, Cal. 90067
(213) 557-8700
Marketing Personnel
Charles O. Glenn, exec vp-adv, publicity & promo
Michael N. Kaiser, vp-creative adv
Sue Taylor, vp-media services
Advertising Agency
Foote, Cone & Belding Communications Inc., New York, Los Angleles, Cal.—Steve Hayman, mgmt super, Los Angeles; Richard Uzzi, vp-acct mgr, New York; Lisa Pompan, acct exec, Los Angeles.

Pacific Telesis Group
San Francisco

RANK
181

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	7,824.3	8,132.6	-3.8
Net income	870.0	676.0	28.7
Advertising	22.2	N/A	N/A
Division sales			
Local service	2,525.3	3,019.7	N/A
Network access	2,493.7	N/A	N/A
Toll service	1,798.5	4,670.6	N/A
Other	1,006.8	442.3	N/A

Pacific Telesis Group, formed by the merger of one of the Bell System's largest and one of its smallest companies after AT&T's divestiture in December, 1983, has diversified while pulling a few marketing surprises such as winning new subscribers with boxes of chocolates.

The San Francisco-based Pacific Telesis—made up of Pacific Bell and Nevada Bell—had total measured advertising of $22.2 million in 1984, ranking it the 181st largest national advertiser.

Pacific Telesis, known by the diminutive PacTel, turned in results in 1984 off slightly from 1983, figures difficult to evaluate because they were consolidated under the AT&T umbrella in the comparable year.

PacTel had revenues of $7.8 billion in 1984, down 3.8% from 1983; net income was down 2.2% to $829 million. For the first quarter of 1985, revenues were up 10.5% to $2.1 billion and net income climbed 13.6% to $223.5 million.

Population of the California-Nevada PacTel area is 22 million. Most of it is in populous California, requiring stepped-up servicing. For example, PacTel sees a big market ahead in servicing many of the 3.5 million users of personal computers in the state, a number it expects to balloon to 16 million by 1990.

Nevada Bell is a marketing challenge because of the scattered population and heavy competition from independent phone companies. Nevada Bell, which heavily promotes its services through local media, recently offered subscribers a free box of locally popular Ethel M chocolates if they signed up for two or more custom calling services.

Nevada Bell competes with 10 other phone companies in Nevada and is 85% concentrated in the area around Reno-Sparks-Carson City.

Aiming to add muscle to its marketing, PacTel units acquired two companies in May, 1985. PacTel Info Systems agreed to buy Byte Shops Northwest of Portland, Ore., which has eight computer retail stores and two sales divisions in Washington and Oregon. PacTel will sell its business phone systems through the stores.

Also in May, PacTel contracted to buy for $431 million Communications Industries, Dallas, a specialist company involved in cellular telephone paging systems.

Suggestions were made by industry watchers that a prime target of PacTel's purchase of the Dallas company was the energetic management team, whose chairman-ceo Clayton E. Niles was a pioneer in the paging business.

PacTel has developed two types of advertising—usage and testimonial—aimed at business, using the campaign theme "The most successful business calls are personal," and at consumers, "Don't drift away."

By media, spending was highest for spot tv, $17.5 million, and magazine, $4.1 million. Pacific Bell spent $12.4 million, all on spot tv, for general system promotion and $2.5 million to sell its Yellow Pages, also on spot tv. PacTel did its corporate image-building advertising in magazines at a cost of $2.9 million.

In addition to the two phone companies, PacTel includes a separate white pages and Yellow Pages publisher, Pacific Bell Directory, and seven component companies: PacTel Mobile Cos. is a cellular phone group consisting of two companies, PacTel Mobile Access, serving California cities, and PacTel Mobil Services, operating in selected markets, including Dallas, Houston, San Francisco and metropolitan New York.

PacTel Communications Systems markets telecommunications and data systems to businesses. PacTel Info Systems supplies microcomputers, software and training programs to business.

Pacific Telesis International markets telecommunications systems outside North America. PacTel Finance and PacTel Properties, provide international services to PacTel.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	4,143.7	N/A
Spot tv	17,494.6	N/A
Spot radio	545.8	N/A
Outdoor	0.4	N/A
Total measured	22,184.5	0.0

PACIFIC TELESIS GROUP
140 New Montgomery St.
San Francisco, Cal. 94105
(415) 882-8000
PACIFIC BELL
Marketing Personnel
John Lockton, exec vp
Lee Camp, vp-mktg planning
Al Boschulte, vp-sales
Ray Haight, vp-prod mgmt
Advertising Agencies
Foote, Cone & Belding, San Francisco—general Pacific Bell system adv—Robert Imel, group mgmt super.
Ketchum Communications, San Francisco—collateral & direct mktg materials—Marty Brandt, assoc mgr-dir.
Impact, The Promotion & Design Company, San Francisco—sales promo materials—Scott Adams, acct super.
NEVADA BELL
Marketing Personnel
Rich Epifani, dir-mktg, external affairs
Don Van Epps, dir-mktg
Advertising Agency
Brodeur-Martin, Reno, Nev.—Bill Martin, acct mgr.

Pan American World Airways

RANK 148

New York

($ figures – 000,000)

Worldwide	1984	1983	% chg
Sales	3,684.8	3,789.4	-2.8
Net income	-206.8	-60.0	-245.3
U.S.			
Sales	1,039.4	1,116.9	-6.9
Operating profits	-269.1	-200.1	-34.5
Advertising	27.6	28.5	-3.1
Division sales			
Airline	3,304.2	3,447.2	-4.2
World services	380.6	342.2	11.3

In the midst of paring down worldwide operations to concentrate on core markets, Pan American World Airways, New York, the nation's 148th largest advertiser in 1984, is seeking to emerge as a leaner, marketing-oriented competitor.

Despite a 3.1% decline from 1983 to $27.6 million in total measured ad expenditures in 1984, Pan Am ad executives say there will be dramatic increases in print, spot tv and spot radio over the next few years. Pan Am is a big spender in newspapers nationwide, contributing $19 million to that medium in both 1983 and 1984.

Over-all ad spending (including unmeasured advertising) has been on the decline for several years. It dipped to $59 million in 1984, off 24.4% from the previous two years.

By casting aside its far-flung routes, Pan Am is bailing itself out of a deepening financial hole and freeing resources to concentrate on marketing its trans-Atlantic routes, which offer the prospect of profitability and growth. Pan American World Airways agreed in April to sell its Pacific division, with 18 jets and landing rights in 13 Asian and South Pacific cities, to UAL Inc.'s United Airlines, Elk Grove Village, Ill., for $750 million.

If regulatory agencies in the U.S. and overseas approve the deal, the sale will lop off a substantial portion of Pan Am's international destinations. The justice department, in a preliminary opinion, has said the sale may violate antitrust laws by harming competition primarily between the U.S., Japan and Hong Kong. The matter continues under the jurisdiction of an administrative law judge.

In addition, there are indications that Pan Am and United may dovetail domestic and European schedules. The two airlines already have some linkage through combined frequent flier programs.

Just how all of this will affect advertising and marketing at Pan Am remains unclear. Pan Am will shift its ad focus to its trans-Atlantic, Latin American and domestic routes.

Pan Am plans in 1985-86 to continue its year-round advertising emphasis on business travelers with seasonal emphasis on leisure travel. The over-all ad theme for both passenger groups will remain: "You can't beat the experience." In 1985, Pan Am also is introducing a new ad theme, "Pan Am in the '80s. We've got what it takes."

In 1984, Pan Am introduced Clipper Class service, primarily for business passengers, featuring six-abreast (instead of eight) seating, and more head and leg room. It introduced its refitted fleet of Boeing 747s with a "Million Dollar Baby" print campaign running from October, 1984, through March, 1985. Such close attention to the needs of business passengers has its rewards: Pan Am in 1984 signed on 100,000 frequent travelers to the ranks of WorldPass, its frequent flier program.

A portion of the business-oriented advertising is reflected in the $19 million Pan Am says it spent on newspapers in 1984, the same spending level as 1983. Measured magazine spending for the year increased 26% over 1983 levels, to about $3.9 million. Outdoor was an important element in 1984, rising 34% to a measured $2.3 million over 1983.

Marketing and advertising at Pan Am increasingly is focusing on better service and quality. Since 1982, Pan Am has been restructuring its domestic route system to feed traffic from U.S. interior cities to coastal gateways—and from there to international routes. Likewise, a similar feeder system was created overseas through hub cities Tokyo, Frankfurt and London.

As part of the restructuring, Pan Am Corp., a holding company, was formed in September to separate Pan American World Airways from Pan Am World Services, a contract services company. The creation of a holding company permits greater financing flexibility.

In 1985, Pan Am Corp. is entering the final phase of its restructuring, focusing on cost containment through negotiations with labor unions and improved service to its newly limited core destinations. Pan Am again is expanding regular European service, adding short and long-haul flights to, within and from the Continent.

The carrier is using its improved route structure to market services to business and leisure travelers: In May, it began a five-week, $400,000 print campaign to promote its newly expanded presence at Dulles International, Washington. Page ads using the theme, "The most nonstops to Europe," appeared in local newspapers, and tv spots were planned for summer 1985. Spot tv buys in 1984 were hard hit by Pan Am's media cutbacks, dropping 66% from 1983 to $800,000.

For Pan Am, the return to profitability will depend on a host of factors, the divestiture being important in the short-term, analysts say. Pan Am has been weakened by heavy operating losses in previous years, totaling $1.4 billion from 1980 to 1984. The sale of its Pacific division will provide a much-needed cash infusion and eliminate the need to update its aging Pacific fleet.

But the road back promises to be a rocky one. Because of a monthlong strike by the Transport Workers Union in the first quarter of 1985, Pan Am Corp. is expected to lose money for the year. The quarterly loss was $140 million, about twice the size of its first-quarter loss in 1983. Although major concessions were obtained from the union, the strike sent many passengers to competitors.

In personnel changes at Pan Am, Gerald L. Gitner, 39, chairman of Pan Am World Services, was elected in April, 1985, to the additional posts of president-ceo, succeeding John J. Casey, who is retiring. Mr. Gitner continues as vice-chairman of Pan American World Airways and Pan Am Corp.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	19,202.2	19,202.2
Magazines	3,868.5	2,846.0
Network cable	63.5	186.5
Spot tv	798.8	2,329.2
Spot radio	1,406.2	2,457.9
Network radio	31.2	0.0
Outdoor	2,273.9	1,505.0
Total measured	27,644.3	28,526.8

PAN AMERICAN WORLD AIRWAYS
Church Street Station
P.O. Box 540
New York, N.Y. 10008
(212) 880-1234
Marketing Personnel
PAN AM CORP.
C. Edward Acker, chmn-ceo, Corp. & World Airways
Gerald L. Gitner, vice-chmn, Corp. & World Airways
Martin R. Shugrue Jr., vice-chmn, Corp. & World Airways
PAN AMERICAN WORLD AIRWAYS
C. Raymond Grebey, Jr., senior vp-industrial relations
John Krimsky Jr., senior vp-mktg
PAN AM WORLD SERVICES
Russell M. Barnes, senior vp-coo
Advertising Agency
Wells, Rich, Greene, New York—Andre zan Stom, exec vp-group dir; Eileen McKenna, senior vp/domestic; Diego Garrido, senior vp/intl; Robert Lazetera, acct super-western div; Ron Morris, acct super-northern div; Kathy Holmes, acct super-south/central div.

Polaroid Corp.

RANK 129

Cambridge, Mass

($ figures – 000,000)

Worldwide	1984	1983	% chg
Sales	1,271.5	1,254.5	1.4
Net income	25.7	49.7	-48.3
U.S.			
Sales	743.5	730.1	1.8
Operating profits	28.5	55.0	-48.2
Advertising	31.3	33.8	-7.5

Measured media spending at Polaroid Corp., reflecting the anemic consumer market for instant photography, dropped 7.4% to $31.3 million in 1984 as the Cambridge, Mass.-based company took steps to rejuvenate its advertising in switching its 30-year-old U.S. consumer account to Ally & Gargano.

Earnings at Polaroid, the 129th largest advertiser, fell far short of company objectives: Net earnings were $25.7 million, down 48% from 1983, and worldwide sales were $1.27 billion, up only 1.6%. Heated price competition for products such as Polaroid Supercolor videocassettes dampened sales and earnings in 1984.

Although Polaroid continued its domination of the market for instant cameras and film, selling nearly 3.6 million cameras in 1984, off 5.6% from unit sales in 1983, annual unit sales of instant cameras have fallen dramatically from their peak of 9.4 million units in 1979. Analysts attribute the problem to the saturated market for instant cameras and consumer preference for better-quality photographs from 35mm cameras.

Polaroid, in an attempt to rejuvenate the ailing market with new creative, switched its account from Doyle Dane Bernbach to Ally & Gargano, both New York agencies. DDB continues to hold the account for Polaroid's growing line of industrial and professional products.

Falling sales have not halted the flow of new and improved products. In May, 1985, Polaroid introduced a high-quality instant developing color film that the company plans to incorporate into several new cameras. The film, still in the developmental stage, will be the backbone of a new generation in instant products due in the marketplace in early 1986.

In spring, 1985, Polaroid launched a campaign aimed primarily at business users for its new magnetic floppy diskettes, using the theme "Polaroid gets the data back." A new service by Polaroid can recover data from damaged, soiled, dog-eared diskettes. Polaroid hopes to corner a substantial share of the 600 million U.S. market for diskettes, which is dominated by 3M and Verbatim. Verbatim Corp. reached agreement in March, 1985, with Eastman Kodak Co., Polaroid's archrival, for a $174.9 million buyout. Verbatim has an estimated 18% of the floppy disc market. Both Kodak and Polaroid are high on the floppy diskettes business because the product increasingly will be used to store photographic images.

In 1984, Polaroid introduced a variety of new instant cameras equipped with integrated circuitry, which assures fast, automatic flash recharge.

Polaroid is changing the way it targets spending for its cameras and film. Traditionally, ads have been directed

Top 24 network radio advertisers by % change

of the second 100 leading national advertisers

Rank	Advertiser	Network radio ad expenditures ($000) 1984	1983	% chng	1984 as % of co.'s ad total
1	20th Century-Fox Film Corp.	652.8	122.8	431.6	2.0
2	Triangle Publications	5,227.7	2,576.5	102.9	15.7
3	Blue Bell Inc.	514.4	290.1	77.3	2.4
4	Geo. A. Hormel & Co.	1,972.8	1,398.9	41.0	8.1
5	ConAgra	2,871.3	2,146.2	33.8	9.8
6	G.D. Searle & Co.	837.4	911.0	(8.1)	2.1
7	Monsanto Co.	520.0	700.0	(25.7)	2.5
8	Jeffrey Martin Inc.	8,945.5	21,730.8	(58.8)	24.3
9	American Dairy Assn.	571.8	1,714.9	(66.7)	2.0
10	Matsushita Electric Corp. of America	294.3	1,202.2	(75.5)	0.7
11	Dow Chemical Co.	103.9	430.8	(75.9)	0.3
12	Cadbury Schweppes	89.3	672.7	(86.7)	0.4
13	National Distillers & Chemical Corp.	3,183.6	0.0	N/A	10.9
14	Whirlpool Corp.	2,477.0	0.0	N/A	7.2
15	Borden	1,089.2	0.0	N/A	3.9
16	Blue Cross & Blue Shield Assns.	1,062.3	0.0	N/A	5.3
17	Tambrands	978.9	0.0	N/A	3.1
18	Avon Products	898.2	0.0	N/A	4.5
19	Castle & Cooke	716.3	0.0	N/A	3.0
20	Black & Decker Corp.	542.3	0.0	N/A	1.8
21	Denny's Inc.	62.5	0.0	N/A	0.3
22	Atari Corp.	62.4	N/A	N/A	0.3
23	Ciba-Geigy Corp.	34.0	0.0	N/A	0.1
24	Pan American World Airways	31.2	0.0	N/A	0.1

Source: Broadcast Advertisers Reports as supplied to Leading National Advertisers Inc.
NOTE: Only 24 of the second 100 leading national advertisers used network radio in 1984.

at broad-based audiences, but in 1984, Polaroid began selectively targeting ads at more specific groups, such as new parents, young households with children, Hispanics, technology-related uses, small business people, and other specialized market segments.

Consequently, measured ad spending in 1984 for Polaroid cameras and film in general circulation and specialized magazines increased 31% to $6.7 million, and spot tv increased 66% to nearly $3 million. Network tv has been cut 33% to $17.3 million. Polaroid continues to hammer home the message that "Polaroid cameras can do what no other camera can do," that is, deliver high-quality snapshots instantly.

Polaroid's push into business and technical markets was spurred by the introduction late in 1984 of products such as Palette, an electronic computer photo-imaging device, and Graphics Partner, a software enhancement for personal computers.

The new products fit into Polaroid's expanding array of camera and film products with highly specific uses. Among the list of new offerings in 1984 is Polaroid AutoFilms, instant films with larger image areas designed to capture images on computer screens.

Polaroid also introduced the Polaroid VideoPrinter Model 48 color film recorder with a new display system that transforms video signals into 8-by-10 or 4-by-5 instant prints, 8-by-10 overhead transparencies or instant or conventional 35mm slides.

Polaroid broadened its product line for the magnetic recording market in 1984, concentrating on three segments: Flexible diskettes, half-inch videocassettes in VHS and Beta formats, and 8mm home video recording devices. Polaroid's videocassettes are made to its specification by JVC and Sony. And Polaroid is introducing hi-fi videocassettes in 1985.

Polaroid also is committing more dollars to r&d and to acquisitions. In December, Polaroid purchased 11% of National Micronetics, San Diego, a leading manufacturer of recording heads for computer disk drives. The company continued investing resources in fiber optics, photovoltaics, biomedical diagnostics and diversified activities outside photography.

Polaroid also reached agreement in 1984 with Italian fashion house Benetton to produce a collection of sunglasses with Polaroid lenses.

Polaroid is coming up with creative premiums and sales promotions to boost its volume in cameras and film. For example, it teamed up with Trans World Airlines in the fourth quarter of 1984 through Jan. 31, 1985, to provide a 25% discount on fares with proof of purchase of a Polaroid camera or film. Airline analysts estimate more than 400,000 coupons may be redeemed. Pan American World Airways and Northwest Orient have indicated they are honoring the coupons.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,923.1	1,923.1
Magazines	6,746.0	4,638.1
Network cable	887.3	0.0
Spot tv	2,980.1	999.4
Network tv	17,336.9	25,855.6
Spot radio	1,386.8	385.9
Total measured	31,260.2	33,802.1

POLAROID CORP.
549 Technology Square
Cambridge, Mass. 02139
(617) 577-2000

Marketing Personnel

Carl Johnson, div vp-worldwide adv
Adrian Van Dorp, dir-industrial adv
Sys Morch, dir-intl adv
Peter K. Eichorn, vp-North American mktg operations
Joseph J. McLaughlin, group vp-worldwide mktg
Robert Dubiel, div vp-U.S. mktg

Advertising Agencies

Ogilvy & Mather, New York—magnetic media—Michael Vaughn, mgmt super; Elizabeth Stearns, acct super; Don McNaughton, acct exec.

Ally & Gargano, New York—cameras, consumer products—Peter Bates, group senior vp; David Sagarin, vp-acct super; Leslie Gaber, acct exec.

Doyle Dane Bernbach, New York—industrial & professional products—James V. McConnell, group senior vp; Mike Vana, acct super; Thom McCarthy, mgmt super.

Prudential Insurance Co.

RANK 154

Newark, N.J.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	66,645.0	65,854.0	1.3
Net income	5,984.0	5,113.0	17.3
Advertising	25.4	27.3	-7.1

Prudential Insurance Co. of America, consistently the nation's largest life insurer, spent $25.4 million in measured media in 1984 to rank as the 154th largest advertiser.

Media ad spending, which fell 7.1% from 1983, continues to stress homeowners' insurance products, although ad monies are being spread out to cover more insurance and investment products at Prudential.

Prudential, which has grown to become one of the nation's largest diversified financial services companies, issued a "mission statement" in 1984 supporting that change. It calls for Prudential to be a leader in the financial services industry.

In emphasizing that it is more than an insurance company, the company early in 1984 reorganized its investment operations into a subsidiary corporation, Prudential Investment Corp., which offers financial services through several operating units: Prudential Asset Management Co., which serves institutional investors; Prudential Equity Management Associates, which manages stock market and mutual fund investments, and Prudential Realty Group, which owns and manages commercial real estate including the Crocker Center complex in San Francisco and Gateway Three in Newark, N.J.

In its financial services sector, one of the company's leading ad spenders, Prudential-Bache Securities, ran into problems in 1984 and dropped its measured spending 39.5% to $6.6 million, most in network tv. The stock and bond fund marketer introduced several new products, including the Tax-Exempt Exchangeable Securities for the Port Authority of New York and New Jersey, but revenues of $965 million were flat in 1984 and the company took a $90 million operating loss because of poor stock market conditions.

Life insurance remains its mainstay since its founding in New Jersey in 1873 as "The Widows and Orphans Friendly Society." Though insurance industry market share figures are not yet available for 1984, Prudential ranked first in total life insurance in force among U.S. insurers in 1983 and second in new life insurance sales that year, behind New York Life Insurance Co. Industry observers expect Prudential's 1984 gains will produce similar if not improved results for 1984 when the financial results are available.

Last year, Prudential increased its total assets 15% to $97.5 billion and reached an industry-leading high in life insurance polices in force at more than $66.6 billion.

Homeowners' insurance products during 1984 received about $3.4 million in measured spending in 1984, up 13% from 1983. The company reduced spending in auto insurance advertising, which declined 26.9% to $1.9 million, and life insurance dropped 18.3% to $10.2 million.

Group life and health insurance, sold to employers and large associations, were also major product areas for the company, combining to generate new premiums of about $1.1 billion. Group health insurance accounted for $943 million, up 8% from 1983, and group life $125 million, down 6% because of improved life actuarial results.

Leading the health insurance prod-

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the CouponCounter

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Our 1984 results prove that shoppers who use the Coupon Counter are three times more likely to redeem your coupon. Which means you get three times the power to stimulate trial. In fact, shoppers are so likely to redeem Coupon Counter coupons, many of our clients tell us they can lower the face amounts and still get impressive results.

Tightens security

With misredemption on the rise, the Coupon Counter offers virtually fool-proof security. Your coupon can only be validated when the shopper enters a personal code.

Delivers demographics

Because every Coupon Counter cardholder is listed in our data bank, we know exactly who redeems your coupon. This vital tracking information is now available for the first time…just ask and find out exactly how our research capabilities can help you.

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ucts was Pru-Med and other specialized plans designed to contain health costs and encourage lower utilization by consumers.

Prudential introduced a program that lowers premiums for groups of people with healthy life styles and offered an employe consultation service for those about to be hospitalized.

The company also insures one of the nation's largest group plans, the American Assn. of Retired Persons, which generated $613 million in premiums last year from its 3.1 million members.

Among its insurance products, the company also offers a variety of other personal lines of insurance including homeowners', auto and commercial property/casualty insurance and reinsurance.

The company paid out a record-breaking $2.1 billion in dividends to policyholders. As a mutual insurance company, Prudential has no capital stock and is owned and controlled by policyholders, who receive dividends from surplus earnings. The company, which recently studied the feasibility of going public—typically de-mutualizing provides greater access to the capital markets and allows the adoption of holding-company structure—announced in March, 1985, that it had rejected the idea.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	2,708.7	7,298.0
Network cable	880.1	89.6
Spot tv	1,893.9	453.1
Network tv	19,830.6	19,316.2
Spot radio	55.5	181.1
Outdoor	36.4	0.0
Total measured	25,405.2	27,338.0

**PRUDENTIAL INSURANCE CO.
OF AMERICA
Prudential Plaza
Newark, N.J. 07101
(201) 877-6000
Marketing Personnel**

William Tremayne, senior vp-public affairs
Joseph J. Melone, president-individual insurance: life, health, professional & casualty
Connie Sartain, vp-public affairs
John K. Kittredge, exec vp
Clarence F. Pease, senior vp for agencies (ordinary)
Pellegrino P. Porraro, senior vp for agencies (district)

Advertising Agency

Ted Bates Advertising/New York—Janis Abrams, asst acct exec-life insurance; Hugh Fanning, acct exec-life insurance, brokerage, institutional, college recruiting; Peter Harris, acct exec-auto, home, real estate, group pension, group legal; Elizabeth Halki, acct super, Scott Mason, acct exec.

Rapid-American Corp.

New York

RANK 128

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	1,815.9	1,491.8	21.7
Net income	-8.4	56.4	-114.8
Advertising	31.3	25.9	20.6

Rapid-American Corp., a conglomerate whose operations encompass such names as Faberge, McGregor, Schenley, McCrory and Botany 500 in its constant reshuffling of properties, backed its products with $31.3 million in 1984, making it the 128th largest national advertiser.

Equally well known for its billionaire financial organizer, chairman, president and ceo, Meshulam Riklis (married to actress Pia Zadora), Rapid-American rid itself of one of its more familiar retail names—Lerner Stores—earlier this year, selling the 796-store chain to Limited Inc., the Columbus, O.-based women's and children's apparel chain.

That sale, the addition of the HRT West Coast discount chain in 1984, the sale of Otasco Inc. in 1984 and acquisition of Faberge Inc. in 1984 through its McGregor Corp. subsidiary are typical of the ebb and flow in the corporate mix at Rapid-America since Mr. Riklis began building Rapid into a conglomerate in 1981.

Its mix of companies in 1984 brought it total revenues of $1.8 billion, a 25% gain over the previous year, but a drop in net income of $8.4 million, down from $56.4 million. The decline in net income was principally because of extraordinary costs in acquiring Faberge, a subsidiary of Rapid's McGregor subsidiary.

The company, which spent 21% more in measured media in 1984 than in 1983, plowed much of the increase into tv, reaching $4.5 million for network in 1984 over no network spending in 1983, and $6 million in spot tv, up from $2.45 million.

Rapid's ad spending in 1984 included expenditures of $9.8 million for the personal-care line of Faberge; $16.6 million for Schenley, and $504,600 for Otasco Inc., a Southeast and Southwest chain of 288 automotive and home accessory stores that Rapid sold in 1984. In 1984, national ad spending for McGregor's was $159,000, off 39%.

Faberge used tv for its personal care line, such as Babe fragrances, Brut products for men and Faberge brand shampoos and deodorants. Total spending of $9.4 million was split $4.9 million for network tv and $4.5 million for spot tv.

Schenley Industries is the heaviest advertiser among the six Rapid business segments. While total expenditures for 1984 were down 9%, to $16.6 million from $18.2 million in 1983, the total number of individual brands advertised increased by 13 in 1984.

Schenley has about a 4.5% share of the distilled spirits market, according to *Impact*, the wine and liquor industry newsletter. Its lead brand is Dewar's White Label scotch whisky, 13th largest selling liquor brand in the U.S. with a 1.5% share of the total liquor market in 1984, up from 1.4% in 1983. Its share of the Scotch category is about 14%. Two other high-ranked Schenley liquors are Old Charter bourbon, No. 44, with 4% of the bourbon market, and MacNaughton Canadian, No. 47, also with 4% of its market segment.

Change has continued to be characteristic of Rapid-American in its relatively short history. McGregor, wholly owned in 1983, became a minority-owned company when Rapid took it public and kept minority interest. McGregor subsequently purchased Faberge, before the rest of the McGregor stock was repurchased by Rapid in March, 1985.

In March, 1984, Rapid's McCrory Corp. segment gained control for $25.8 million of HRT Industries, a western U.S. chain of 33 Zodys self-service discount department stores plus a women's apparel-making subsidiary, Jody-Tootique. Also, in 1984, McCrory sold the Otasco Inc. auto and home supply stores, and in April of this year, McCrory made the Lerner Stores divestiture.

Lerner's bottom line had been suffering since 1982 when it had operating income of $90 million on sales of $717 million. Lerner's subsequently recorded operating income decline of 19% in 1983 and 8.8% in 1984.

McCrory Corp., New York, is the biggest of the Rapid money makers and recently added Stephen L. Pistner as president-ceo. Mr. Pistner resigned from the presidency of Montgomery Ward to join McCrory. The position will pay him $2.5 million annually, including a $4,000 monthly housing allowance.

Mr. Pistner made Dayton-Hudson Corp.'s Target discount stores profitable in 1981, and, in 1983, he converted losses at Mobil Corp.'s Montgomery Ward & Co. subsidiary into a profit.

McCrory Corp. long has been a familiar part of Main St. across the country (37 states and the District of Columbia) with its various store names arrayed across the fronts of variety stores—names such as S.S. Kress, J.J. Newberry, H.L. Green, McLellan and McCrory.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	4,427.2	4,427.2
Magazines	12,095.9	14,977.9
Network cable	455.8	15.3
Spot tv	6,046.4	2,448.7
Network tv	4,506.8	0.0
Spot radio	39.0	0.0
Outdoor	3,713.8	4,071.4
Total measured	31,284.9	25,940.5

**RAPID-AMERICAN CORP.
888 Seventh St.
New York, N.Y. 10106
(212) 621-4500
Corporate Personnel**

Meshulam Riklis, chm, president, ceo

**FABERGE
Marketing Personnel**

Daniel J. Manella, chm-ceo
Henry O. Dow, exec vp-sales
William A. Tauriello, exec vp-mktg

**GILEAD MANUFACTURING
Marketing Personnel**

Aaron Jaffe, president
Bob Fink, vp-sales

**McCRORY CORP.
Corporate Personnel
New York**

Karl L. Margolis, vice-chm
Harold Divine, exec vp

**Marketing Personnel
York, Pa.**

Ben Litwak, chmn, McCrory Stores
Don Harvey, dir-personnel, McCrory Stores

**McGREGOR CORP.
Marketing Personnel**

Bing Broido, dir-mktg
Alan Ford, dir-adv

**SCHENLEY INDUSTRIES CO.
Dallas
Marketing Personnel**

Alexander Berk, vp-mktg
Philip Cohen, senior vp-asst natl sales mgr
Henry Yaris, mktg service mgr

Advertising Agencies

Leo Burnett USA, Chicago—Robert Hunderfund, acct super; Judi Phillips, Mark Levine, acct execs.

Geers Gross Advertising, New York—Barry Rumac, acct exec.

**WONDERKNIT
Marketing Personnel**

Robert Abeb, president
Ivan Garrett, vp-mktg

Advertising Agencies

Kenyon & Eckhardt, New York—McCrory Stores, McGregor Corp. (Anvil Knitwear Co., Botany Shirt Co., Botany 500, Cross Country Clothes, Gilead Mfg, McGregor Licensing, Wonderknit, Billy the Kid Industries), Faberge Inc. (Brut, Babe, Ceramic Glaze)—Barbara Lawrence, Pat Grant, Cary Stiber, acct execs; Tony O'Haire, media.

Nadler & Larimer, New York—Faberge organics—Gerald Karp, exec vp; Peter Tarnapoll, acct exec; Manny Sternshchein, senior vp-media dir; Irwin Goldberg, exec vp-co-creative dir.

NCR Corp. cashes in

NCR Corp., the first U.S. business equipment marketer to enter its second century, has come a long way since the days it was called the National Cash Register Co. That is what John H. Patterson called the company in 1884 when he bought the National Mfg. Co. and renamed it.

Republic Airlines

Minneapolis

RANK 166

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	1,550.0	1,511.5	2.7
Net income	29.5	-111.0	-126.6
Advertising	23.8	27.1	-12.3

A top management shuffle in late 1983 resulted in changes in pricing, customer incentives and advertising plans in 1984, giving six-year-old Minneapolis-based Republic Airlines its first profitable year in the past four years.

Republic posted $29.5 million in 1984 earnings, up from a $111 million loss the year earlier. Sales for the carrier were up 2.7% in 1984 to $1.55 billion.

Republic maintained its earnings momentum with first-quarter results of $5.3 million compared with $4 million net loss a year earlier, on revenues of $380.9 million, down from $393.6 million in 1984. Traffic during March, 1985, was up on a year-to-year basis, the first rise in 15 months. Also that month, Republic registered a 31.7% increase in revenue passenger miles, third to leader Continental at 69% and Trans World Airlines, 50.6%.

Republic still carries a $650 million debt from the merger of North Central and Southern Airways in 1979 (to form Republic) and the acquisition of Hughes Airwest in the fall of 1980.

In October, 1984, Republic acquired 9.29% of Simmons Airlines, a profitable Michigan-based regional carrier. The acquisition provides additional feeder traffic into Detroit, Republic's largest hub. Remaining hubs are Minneapolis and Memphis, after the airline culled Atlanta and Phoenix in the last quarter. Head-on competition with Delta and Eastern made Atlanta and Phoenix unprofitable because of new cut-rate carriers, according to the airline.

In an effort to cut overhead to reduce the debt, Republic signed agreements with the Air Line Employees Assn. and other unions providing for wage cuts through 1986 for almost all the company's employes. The agreements also included employe stock ownership programs.

The company's measured media spending in 1984 dropped 12.3% from 1983 to $23.8 million, making the carrier the nation's 166th largest advertiser. Most significant were the drops in magazine and network cable advertising.

In 1983, Republic spent $1.8 million in magazines, but only $394,000 for that medium last year. On network cable, *Republic spent $800,000, down* 38.5% from 1983.

The addition of Stephen M. Wolf as Republic's ceo in April sparked a review of Campbell-Mithun, Minneapolis, the carrier's agency for 2½ years. Mr. Wolf had been president of the troubled Continental Airlines until September, 1983. After a six-week review, Dancer Fitzgerald Sample, New York, was named to handle the $30 million account.

Dancer changed Republic's ads from we-get-you-there-type ads typical of the airline industry to a plan aimed at business travelers and other special interest groups.

Republic introduced its Business First Class service last year. The program offers such perks as free drinks, wider seating in the front of the plane and separate check-in facilities to business travelers for only $15 more than regular coach service. In November, Republic's "Perks" campaign broke, aimed at getting business travelers to choose the carrier as their preferred airline for both business and pleasure flights.

The network tv and radio campaign began on Election Night, Nov. 6. Each ad offered a different perk for the business executive, who often dreads traveling. Republic told business travelers, "We make you feel like flying." Republic bought high-ticket airtime, including spots during ABC's "Monday Night Football" and "Good Morning America" and CBS' "60 Minutes."

The $8 million campaign included print, which broke Nov. 7. Individual ads spotlighted each perk and a three-page ad in major newspapers highlighted the whole program.

The airline now does about 55% of its business with the business traveler.

Republic's Frequent Flyer bonus plan was expanded in November to include miles flown on Pan American World Airways. Passengers taking connecting flights on Republic to any of Pan Am's 28 U.S. cities now earn mileage points in the combined program. Foreign visitors arriving in the U.S. on Pan Am are given the added incentive to fly Republic domestically because of the bonus miles they can earn. The program gives Republic wider international visibility, the company says.

Also in November, the company unveiled its new corporate logo and dropped its blue goose logo leftover from original airlines. The new logo is sleek lettering with blue underlining running the length of the plane and gave its 133 planes a new paint job.

As another perk for Midwest business travelers, Republic began mini-shuttle service between Chicago's O'Hare International Airport and Minneapolis-St. Paul International Airport, and between O'Hare and Detroit. Both cities offer the business traveler good connections to other Republic cities.

In September, Republic offered students returning to college a $99 one-way fare good only on Saturdays that month.

Republic also added service last year to Albany, N.Y.; Erie, Pa.; Fort Wayne, Ind.; Hartford, Conn.; Louisville; Oklahoma City; Rochester, N.Y.; Shreveport, La.; South Bend, Ind.; Syracuse, N.Y.; Watertown, Pa., and White Plains, N.Y.

As of April, 1985, Republic serves more than 100 cities on a 90,000-mile route system, including 34 states, Canada and the Cayman Islands in the Caribbean.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	11,659.9	11,659.9
Magazines	394.1	1,785.3
Network cable	0.8	127.3
Spot tv	3,527.1	5,175.0
Network tv	1,528.3	2,053.5
Spot radio	5,672.0	5,336.7
Outdoor	1,036.2	1,010.3
Total measured	23,818.4	27,148.0

**REPUBLIC AIRLINES
7500 Airline Dr.
Minneapolis, Minn. 55450
(612) 726-7411
Minneapolis**

A.B. Magary, senior vp-mktg
Arnold J. Grossman, vp-mktg systems
W. Thomas Lagow, vp-mktg planning

Advertising Agencies

Dancer Fitzgerald Sample, New York—business traveler prod, leisure program—Michael Keeshan, senior vp; Tom Zara, mgmt super; Jamie Holt, Beau Fraser, acct supers.

Kolesar & Hartwell, Minneapolis—travel trade programs, Republic Express, air cargo, meeting & convention services—David Kolesar, president; Mary Speagh, acct super; Sandy Pursley, acct exec.

Ceji-Revell

Venice, Cal.

RANK 157

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	40.0	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	24.9	0.9	2,722.2

When France's *schtroumpf*-maker joins America's creator of Raygoth Goon of Doom, great things are bound to happen. Ceji-Revell, at the center of this happening, spurred much of it on with measured national ad spending of $24.9 million in 1984.

Venice, Cal.-based Ceji-Revell (former Revell Inc.), the 157th largest advertiser, ranked far above its position in 1983 when the company spent only $687,000 on advertising.

Value of total sales are $40 million for 1984, but income figures are not available for Ceji-Revell, which now is a subsidiary of the largest French toy maker, Compagnie Generale du Jouet, in Drancy, France. The French parent, which is identified by the Ceji, is best known in Europe for its new line of distinctively colored small plastic creatures called *schtroumpfs*. It is owned by La Campagnie Financiere Benjamin et Edmond de Rothschild S.A., Geneva.

With the expanded financial resources of its new ownership and the bigger toy market opening up in the U.S. and abroad, Revell sees big things ahead for its super-precision plastic toys, scale models, and anatomical and machinery models for science and education.

"We intend to commit major resources to product development, tooling and advertising in a manner that will make Ceji-Revell a formidable competitor in the toy industry," says Ceji-Revell president-ceo Sheldon Morick.

Revell believes it is in on a new trend among American youths, who have spurned videogames for toy basics. In a sense, Revell has reversed gears too. In 1983, it began producing toys to complement its mainstay—40 years of producing model kits. "The market for kits," Mr. Morick says, "is $100 million annually. The market for toys is $8 billion."

For 1985, Ceji-Revell has introduced two major new product lines. One is Robotech Robolinks, an integrated system used to assemble robots and their futuristic outer-spatial world in an array of configurations. It's not unlike Lego, the difference being that instead of blocks, the pieces are robots —"the most transformable robots in the galaxy," says Revell literature. The system is based on an animated Robotech tv series and is manufactured in Japan.

The second big introduction for 1985 is Digger Dan, items of which bear the "Property of Digger Dan's Construction Co." slug.

A whole garageful of construction toys is included—a bulldozer, forklift, Jeep, cement mixer, rescue truck, construction site cranes and a self-propelled crane vehicle more than 2 ft. long, and others. Many are either manually operated or battery-powered. Others offer remote control. Battery power, for example, can be used to pump water from the rescue truck trailer and rotate the cement mixer. Even a full-scale bright construction-yellow hard hat is available for the young users.

Revell has other market entries, too. In the Fisher-Price and Playskool tradition is the Growing Ups line of locomotives, whimsical little buses, cranes and other vehicles driven by Mr. Bobbles figures who appear perpetually nonplussed by the toy world around them.

Revell is the world's largest model kit maker, and new products this year for the older Revell customer are kits for building the space shuttle and launching complex; a 1959 Chevrolet Impala convertible; the RMS Lusitania in intricate detail at 1/350th scale, and a 1/16th scale Rolls-Royce Phantom III saloon with steerable front wheels, opening doors, folding hood and tool box.

Revell is spending heavily for advertising now and backed the launch of its new products with heavy outlays in 1984. Biggest spending for a single product was $24.5 million for Digger Dan—$7.9 million for network tv and $16.6 million for spot tv. Measured spending for the new Robolinks in 1984 was just $2,300.

Ceji-Revell, which also carries a line of imported model kits, is linked to other Ceji companies in West Germany, the U.K., Canada, Australia and Hong Kong.

CEJI-REVELL
4223 Glencoe Ave.
Venice, Cal. 90292
(213) 870-7651
Corporate Personnel
Sheldon F. Morick, president-ceo
Pervais Ghuman, exec vp-operations
Myron Morris, vp-cfo
Marketing Personnel
Jeff Rogers, mktg mgr-toys
Tom West, mktg mgr-hobbies
Advertising Agency
Mendelsohn/Zien Advertising, Los Angeles—Richard Zien, president.

Reynolds Metals Co.

RANK 151

Richmond, Va.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	3,730.0	2,966.6	25.7
Net income	137.3	-99.1	-238.5
Advertising	26.0	24.2	7.5

Reynolds Metals Co., the nation's leading supplier of aluminum cans and maker of aluminum foils, is caught in a vice between a strong economy and its strong dollar and a flood of imports.

The Richmond, Va.-based company, the 151st leading advertiser with $26 million in measured media in 1984, recorded first-quarter net income of $7 million, down from $22.3 million in the corresponding period in 1984, on revenues of $835.2 million, off 12.9%.

The quarter, ended March 31, reflects the decline in the market that began in 1984's fourth quarter.

The results were caused by an oversupply of metal worldwide that has brought about excessive inventories, depressing the price of ingot and eroding fabricated product prices. The strength of the U.S. dollar further aggravates the problem because it allows more cheaply produced imports to flood the U.S. market. This translated in the first quarter at Reynolds into high inventories. Company aluminum shipments fell 18% in tonnage, and production capacity dropped to 71%. Capacity was 90% a year earlier.

Reynolds, nonetheless, is in a much better position than most aluminum producers because half of its business is in the manufacturing and marketing of finished products, apart from ingot or milled products.Reynolds boosted measured ad spending over-all by 7.5% in 1984, funneling most of the increase into two products—Reynolds plastic wrap and Reynolds wrap. Reynolds wrap got $11.2 million, up 22% from the previous year. Spot tv got 88% of the ad expenditure. Its brand holds a market share of at least 40%, says analyst William Siedenburg at Smith, Barney, noting its contracts for private label and nonbrand marketers boosts the percentage considerably.

Reynolds less dominant plastic wrap received $8.3 million in backing, down 15.5% from 1983. All the expenditure was in spot tv. The only other product receiving strong ad support in measured media was Reynolds oven cooking bags, which got $3.1 million, up from $642,100 in 1983.

Aluminum has 93% of the canned beer and soft drink markets, but less than 50% of the over-all beverage market, allowing substantial room for growth. This area is being addressed through new products introduced in 1984—the 32-oz. "King Kan" and the Trim/Line 200 can.

The company is seeking to further turn away from its reliance on the volatile commodities end of the business. Imported aluminum ingot is now 20% of the domestic market, and in 1984, imports consumed two-thirds of the 8% increase in domestic consumption. The oversupply basically was reflected in fourth-quarter results in which sales dropped 0.8% from the comparable quarter in 1983. Yearend results in 1984 showed net income at $137.3 million, up from a loss of $99.1 million in 1983, on sales of $3.7 billion, up 11.7%. Earnings loss of 1983 was associated with an aftertax writeoff of unprofitable operations and a LIFO inventory gain.

Instead of commodities, Reynolds is placing more emphasis on downstream fabrication, new applications and development of related businesses.

David P. Reynolds will stepdown as ceo but retain his chairmanship at the end of 1985, putting William O. Bourke, president-chief operating officer, in line for ceo succession.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,221.2	1,221.2
Magazines	2,239.4	1,360.4
Network cable	0.0	31.9
Spot tv	21,885.1	21,310.1
Spot radio	699.8	293.2
Outdoor	3.0	17.5
Total measured	26,048.5	24,234.3

REYNOLDS METALS CO.
6601 Broad Street Rd.
Richmond, Va. 23261
(804) 281-2000
CONSUMER DIV
Marketing Personnel
J. Douglas Mickle, div adv mgr
Paul W. Miltenberger, natl mktg mgr
Scott D. Wyllie, div gm
Advertising Agencies
J. Walter Thompson, New York—Reynolds wrap, Reynolds Rede-Pans, Reynolds freezer paper, Diamond foil, trade and military adv—Janet Kaufman, acct exec.
Lord, Geller, Federico, Einstein, New York—Reynolds Heavy Duty, plastic wrap and new products—Charles Lloyd, acct exec.
Tucker Wayne, Atlanta—Reynolds oven cooking bags—Barrett Boston, acct exec.
RE-CYCLING & RECLAMATION DIV
Marketing Personnel
Richard Bolling, vp-gm
Andrew H. McCutcheon Jr., natl mktg mgr
Advertising Agency
Martin Agency, Richmond, Va.—Dan Bartges, acct exec; Karen Nesmith, asst acct exec.
REYNOLDS METALS CO.
Marketing Personnel
Richard L. Krauss Jr., ad mgr of four divs: Reynolds Aluminum Supply Co, Mill Products, Extruded Products, Electrical divs.
Advertising Agency
Campbell-Ewald, Richmond—Barry Kearns, acct exec.
FLEXIBLE PKG DIV
Marketing Personnel
Richard C. Buell, div mktg devel mgr
John McGrath, adv mgr
Yale M. Brandt, div vp-gm
Advertising Agencies
Kaplan Advertising, Richmond—food service products, Reynolds Films—Lawrence Kaplan, president.
Campbell-Ewald, Richmond—food and beverage, nonfoods pkg—Barry Kearns, acct exec.
Lawlor Ballard, Richmond—foodservice prods—Lee Hall, acct exec.

A.H. Robins Co.

RANK 113

Richmond, Va.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	631.9	563.5	12.1
Net income	-461.6	58.2	693.1
U.S.			
Sales	490.4	421.2	16.4
Operating profits	N/A	N/A	N/A
Advertising	35.5	33.8	5.1

A reserve fund of $615 million to cover pending and future claims and expenses relating to the Dalkon Shield birth-control device, which A.H. Robins Co. stopped marketing a decade ago, directed an unwanted spotlight on the pharmaceutical company in 1984 as it turned in an otherwise strong financial performance.

The Richmond, Va.-based company, ranked the 113th largest advertiser in 1984, increased its measured spending 5.1% to $35.5 million, directing some of those ad dollars into network tv, newspapers and magazines to alert women using the Dalkon Shield, or who are unsure of the type of intrauterine device they are using, to call their doctor or clinic.

Cost of this public information campaign has been about $4.5 million, according to a company spokesperson, noting an additional $2.5 million-plus has been spent on legal, medical and fees for pr handled by Burson-Marsteller. The medical fees relate to expenses incurred by users in having the IUD removed. The "alert" campaign began Oct. 29, 1984.

Women using the plastic IUD have said they suffered pelvic disease, difficult pregnancies, spontaneous abortions and other problems. As of the close of 1984, Robins had settled about 8,300 claims, paying out $314.6 million, and faced 3,800 pending claims. Robins stopped marketing the product in 1975 after selling 4.6 million of the intrauterine birth-control shields.

The fund set up for Dalkon cut deep into financial results for 1984, bringing on a loss of $461.6 million in earnings, compared with earnings of $58.2 million in the previous year, on net sales of $631.9 million, up 12%. The company had operating earnings of $128.1 million, up 21% from the previous year.

Robins has maintained steady growth despite the special charges. For the first quarter ended March 31, 1985, net income was $29.97 million, up 88% from the year-earlier period, on sales of $166.4 million, up 6%. A key to the strong performance was strong growth from Micro-K Extencaps, the No. 2 solid potassium chloride supplement in the U.S. Sales of the supplement have leaped sixfold in the past two years.

Robins' leading advertised product line—Robitussin cough medicines, syrups and night relief colds formula —had measured spending of $11.7 million, up 7.3% from 1983. Spot tv claims virtually all Robitussin product advertising. Robitussin holds a leading 27.5% share for cough remedy sales in combined food and drug outlets.

The company maintained its measured support for Z-BEC vitamins and minerals at $6.8 million in 1984, spending largely in spot tv for the vitamin, the top-selling B-complex vitamins with zinc in the U.S.

Spending dropped 12% to $2.2 million for Chap Stick lip balm, the leading lip balm with market share of 56%. Spending for Extend 12 liquid cough medicine dropped 16.6% to $4.2 million, and 7.7% to $4.1 million for Sergeants Sentry flea & tick collar.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,228.5	3,603.8
Network cable	84.5	525.4
Spot tv	27,869.8	26,303.6
Network tv	3,845.0	3,234.7
Spot radio	324.7	0.0
Farm pubs	191.5	151.9
Total measured	35,544.0	33,819.4

A.H. ROBINS CO.
1407 Cummings Drive
P.O. Box 26609
Richmond, Va. 23261-6609
PHARMACEUTICALS DIV
Marketing Personnel
Gerald K. Wilburn, vp-mktg
PET CARE PRODUCTS DIV
Jack E. Francis, vp-sales & mktg
L. Paul Nelson, group prod mgr
CONSUMER PRODUCTS DIV
John E. Blutenthal, vp-mktg, healthcare prod
Gary James, group prod mgr-healthcare prod
Ron Gerhart, prod mgr-Robitussin brand
Scott Everett, prod mgr-Chap Stick lip balm & sunblock
Bob Levin, prod mgr-Dimetame antihistamines, vitamins
Doug Moore, prod mgr-Dimetapp tablets
Advertising Agencies
Campbell-Ewald, Richmond—pharmaceuticals div—Dave Livesay, vp-acct exec; George Woltz, acct exec.
Jordan, Case & McGrath, New York—pet care prod creative—Jack Taylor, exec vp-acct exec.
Mil-Mor Media, Richmond—pet care prod media buying—Carl D. O'Hallanan, president.
Popofsky Advertising, New York—cough & cold remedies, vitamins, antihistamines, Dimetame—Dick Wienbarg, acct exec.
Sweeney & Partners, Montvale, N.J.—cough & cold remedies, vitamins and antihistamines—Tom Sweeney, president-acct exec.

Safeway Stores

RANK 160

Oakland, Cal.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	19,642.2	18,585.2	5.7
Net income	185.0	183.3	0.9
Advertising	24.5	21.2	15.6

Safeway Stores in 1984 used its corporate sponsorship of the Olympic Games in Los Angeles to polish its image and build in-store traffic through store programs tied to the games. Oakland, Cal.-based Safeway was the nation's 160th largest advertiser in 1984 with $24.5 million in total measured spending, up 15.6% from 1983.

Safeway was one of 35 corporate sponsors of the summer and winter Olympic teams, acting as the official supplier for their training tables at the U.S. Olympic complex in Colorado Springs, Colo.

The chain spent a measured $20.3 million on spot tv, up about 4% from 1983, in addition to $1.4 million for magazine, up 49%. The ads were an extension of Safeway's long-standing theme: "America's favorite food store."

Examples of the Olympics tie-ins include ads in major newsweeklies and sport magazines for private label Lucerne ice cream. For every half-gallon purchased, Safeway made a contribution to the U.S. team. Safeway also was involved in a joint promotion with Alcoa, in which Alcoa made donations to the team based on Safeway's collection of recyclable aluminum cans.

For 1985, Safeway is increasing its emphasis on marketing to the changing demographics of its primary markets.

The chain is targeting its growth to Hispanics, working women, single males, the elderly and developing its international business.

Despite changing demographics, the nation's largest food chain has not forgotten that it is primarily a chain of small town, family grocery stores.

Safeway in 1984 had sales of $19.6 billion, up 5.7% over 1983, and net income of $185 million, up only 1% over 1983's record level. Kroger Co., the nation's second largest chain, had sales of $15.9 billion, up about 5% over 1983, and net income of $156 million, up 23% over 1983. Lucky Stores had sales of $9.2 billion in 1984, off 5.2% from 1983, and net earnings in fiscal 1985 of $94.6 million, off 10.2% from the previous year.

In 1984, Safeway opened a net 65 stores, including acquisitions, bringing its store count to 2,571, of which 583 are international.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	1,414.0	941.8
Spot tv	20,348.1	18,469.5
Spot radio	2,623.9	1,721.5
Outdoor	141.9	84.8
Total measured	24,527.9	21,217.6

SAFEWAY STORES
Fourth & Jackson Sts.
Oakland, Cal. 94660
(415) 891-3000
Marketing Personnel
John Prinster, senior vp-dir-mktg
Ronald Giglio, vp-mgr-adv & promo div
Art Patch, vp-mgr-grocery merch div
Rayburn D. Pearce, mgr-meat div
Robert G. Backovich, vp-mgr-produce div
Timothy J. Hopkins, vp-mgr-variety merch div
Wayne Leader, vp-mgr-specialty foods div
Floyd D. Crowe, vp-mgr-Safeway operations-mktg div
Advertising Agencies
The Sherrill Co., Dallas.—Dallas div—Webb Sherrill, president-acct person; Howard Riggs, adv mgr.
Doyle Dane Bernbach, Denver—Denver div—Dave Nusbaum, acct person; Rodger Anderson, adv mgr. Salt Lake City—Steve Gutherie, adv mgr.
Mithoff Advertising, El Paso, Tex.—El Paso div—Patrick Lowe, acct exec; Lilli Heinrich, adv mgr.
Taylor, Brown Barnhill, Houston—Houston div—Kathy May, Candice Goodwin, execs; Reed Campbell, adv mgr.
Fletcher/Mayo/Associates, Kansas City, Mo.—Kansas City div—Bud Bremson, acct exec; Jim George, adv mgr.
Frank J. Wills Co., Little Rock, Ark.—Little Rock div—Watty Wills, acct exec; Rex Chaney, adv mgr.
Advertising Inc., Oklahoma City, Okla.—Oklahoma div—Todd Van Every, vp-gm; Geri Srite, acct exec, Bill Sammons, adv mgr.
Boyd & Farmer Advertising/Marketing, Scottsdale, Ariz.—Phoenix div—Paul Deason, adv mgr.
Richardson Associates, Portland, Ore.—Portland div—Larry Bohnsack, adv mgr; Shirley Weber, acct & media exec.
Finnegan & Agee, Richmond, Va.—Richmond div—Dick Bradley, adv mgr; Pete Boiseau, Debora Logan, acct exec.
Craig & Hancock, Sacramento, Cal.—Sacramento div—Betty Lewis, adv mgr; Tom Craig, acct exec.
Girvin-Conrad & Girvin, Fremont, Cal. —San Francisco div—Dwight Becker, adv mgr; Al Neish, Ken Lombardo, acct execs.
Chuck Synder Inc., Seattle—Seattle div—Del Denker, adv mgr; Chuck Snyder, Bob Snyder, acct execs.
Ralph Kent Cooke Inc., Los Angeles—Southern Cal. div—Cal Gunnell, adv mgr; Jerry Hatto, Amy Luther, acct execs.
Phillips-Ramsey, San Diego—San Diego div—Kent Dial, Francine Miller, acct execs.
Pacific Advertising, Spokane, Wash.—Spokane div—Wayne Walters, adv mgr; Kim MacKelvie, acct exec, traffic & media.
Earle Palmer Brown, Bethesda, Md.—Washington div—Don Zettle, adv mgr; Harry Merrick Jr., Andy Shack, acct execs.

JanSport reaches top of the world

JanSport, a division of Blue Bell Inc., the nation's 187th largest advertiser, is getting advertising and promo mileage from Phil Erschler's climb of Mt. Everest in October, 1984. Mr. Erschler, the first American to scale the north wall of Everest, did so in JanSport equipment.#

RANK
173

Sandoz

East Hanover, N.J.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	2,760.0	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	23.2	22.0	5.8

Sandoz Ltd., Basel, Switzerland, which is putting greater emphasis on marketing ethical drugs, over-the-counter health aids and food products, increased measured advertising by 5.8% in 1984 from 1983 to become the 173rd largest national advertiser.

Ad spending of $23.2 million in 1984 was attributed to the Swiss company's U.S. subsidiary, Sandoz Inc., East Hanover, N.J., which contributed estimated revenues of $1 billion in 1984, up from $848 million in 1983, up 21% from 1982.

The parent revenues of $2.76 billion increased 14% over 1983 as profits rose 28% to $152 million. Sandoz Ltd. ranks as the world's 12th largest pharmaceutical producer in value of sales.

Among the big-budget promoters in measured media was Ex-Lax Pharmaceutical, a New York-based division, which got $6.8 million in 1984, up 6% from the previous year.

Spending of $2.1 million for Gas-X, an Ex-Lax division product, was off less than 1%.

Spending by the Dorsey Laboratories, Lincoln, Neb., to back its big Triaminic line of cold remedies increased 35% to $9.41 million. Magazines were the main media showcase for the Triaminic line, with spending of $4.7 million, but network tv also got $3.8 million.

Ovaltine spending was off 48%, to $1.3 million, while the Eclipse suntan products line, not advertised in 1983, received backing of $982,000.

Among Sandoz' major media vehicles, magazine was up 28% to $7.14 million in 1984, mostly for Ex-Lax and Triaminic, with some also for Calma arthritic pain relief, Dietene, Ovaltine and Densclenz dental cleaner.

Network tv was up 45% to $12.6 million mostly for Gas-X and Ex-Lax, but spot tv was down 45% to $3.33 million.

Sandoz' present broad product line results from two major dynamics confronting the company: Decline in its long-term dye business as a part of that industry's slower performance, and the risk in depending too completely on pharmaceuticals (48% of its business). Growing criticism of health costs, less government support for healthcare payments, an increasing antimedication trend in some sectors of society, greater use of generic drugs and trade protectionism all are making the market increasingly difficult.

An indication of Sandoz' diverse activities is subsidiary Zoecon Corp.'s research to eradicate roaches by using a roach's own hormones to trigger heart attacks because most other killing methods—even radiation—do not stop their development and spread.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	7,136.7	5,589.7
Network cable	1.4	0.0
Spot tv	3,325.3	6,033.4
Network tv	12,631.4	10,261.1
Spot radio	5.4	0.0
Outdoor	145.4	87.4
Total measured	23,245.6	21,971.6

SANDOZ
Route 10
East Hanover, N.J. 07936
(201) 386-7500
EX-LAX PHARMACEUTICALS
Marketing Personnel

Paul A. Scwamm, senior prod mgr-new-prod
Steve Francesco, dir-prod mgmt
George Varjan, dir-corp media services

Advertising Agency

Ogilvy & Mather, New York—John Blaney, senior vp-group dir; Stephanie Cosgrove, vp-mgmt super; Jonas Wagner, acct super; Adriana Evans, acct exec.

SANDOZ PHARMACEUTICALS DIV
Marketing Personnel

Robert Esner, dir-mktg, mktg planner
Archie Coker, vp-mktg
Tim Rothwell, exec dir-mktg planning
Phil Scherer, dir-promo

Advertising Agencies

Sieber & McIntyre, New York—Todd Mahony, exec vp; Duane Taylor, acct super.

Robert A. Becker, New York—mental health & geriatric prods (Mellacil, Hydergine, Restoril)—Edward Maitland, senior vp-mgmt super; Fred Scheel, vp-group super; Len Pepe, vp-acct super; Doug Cloyd, acct exec.

SANDOZ NUTRITION CORP.
Marketing Personnel

John Bendt, vp-mktg, consumer prod
Charles Perreault, vp-mktg, brand groups
William Rush, vp-mktg, clinical prod
John Fontana, vp-mktg, food services
Charles Bohem, vp-sales

Advertising Agency

Needham Harper Worldwide, New York—Ovaltine, Featherweight, Fiddle Faddle—Herbert Ehrenthal, senior vp-senior mgmt rep; William Dunn, vp-acct super; Philip Atkinds, acct super; Joan Sinopoli, acct exec.

DORSEY LABS
Marketing Personnel

Bob Fitzsimmons, vp-mktg
Dick Deer, vp-sales
Ernest Haskell, dir-business devel
Larry Rieke, dir-mkt rsch

Advertising Agencies

Needham Harper Worldwide, New York—Herbert Ehrenthal, senior vp-senior mgmt rep; Niland Mortimer, vp-acct super; Philip Atkinds, acct super; Ron Greenberg, acct exec; Linda LeSage, acct exec.

Sieber McIntyre, Chicago—professional adv—Lee Heiman, group acct super; Sophia Mass, acct super.

NORTHRUP KING CO.
Minneapolis, Minn.

Chase Cornelius, adv dir-agri prod
Duane Knops, mgr-adv & promo, consumer prod

Advertising Agencies

Colle & McVoy, Minneapolis—agricultural prods—Al Hietala, exec vp; Janet McGrath, vp-acct mgr; Duane Leach, vp-acct mgr.

DBK&O, Minneapolis—consumer prod, vegetable seeds, intl—Mike Dowell, vp-acct super; Dan Oberpriller, chief financial officer.

Scott Paper Co.

Philadelphia

RANK
143

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	2,847.3	2,707.6	5.2
Net income	187.9	123.7	51.9
U.S.			
Sales	2,536.6	2,452.8	3.4
Operating profits	336.8	215.8	56.1
Advertising	28.5	23.7	20.7
Division sales			
Sanitary paper	1,823.0	1,729.8	5.4
Printing/publishing	839.4	685.8	22.4
Pulp/forest prods.	184.5	170.7	8.1

Scott Paper Co. backed a number of products with additional ad spending in 1984 but the Philadelphia-based company, the nation's 143rd largest advertiser in 1984, came out with mixed results.

Scott spent $28.5 million in measured spending in 1984, an over-all increase of 20.7% from 1983, in raising spending for its major brands, but found market share gains in only one, ScotTissue.

Scott buttressed ScotTissue spending with $6.1 million in measured spot tv, up 41% from 1983, and helped beef up its market share from 12% to 14.3% in value-priced category. ScotTissue is holding its own against Procter & Gamble's White Cloud, which had a 7.8% share in 1984 compared with 7.7% in 1983.

Scott backed off its Waldorf brand tissue, however, with no measured spending.

In the higher-quality market, Scott raised spending for Cottonelle to $5.3 million, also in spot tv, up 42%, and slacked off on Soft 'n' Pretty, with $1.8 million in measured tv, down 14%.

Cottonelle lost share, dropping from 5.9% in 1983 to 5.4% in 1984, but is expected to regain share in 1985 as it makes adjustments in manufacturing. P&G's Charmin also lost share in 1984, from 19.7% to 18.7%.

James River Corp. challenged Scott in 1984 by rolling out Northern brand in the northeast where Scott generates some 75% of its consumer product sales. Northern brand has 10.7% of the market, according to a Salomon Bros. analyst.

Scott boosted combined spending 113% for ScotTowels, ScotTowels Junior, Scotties tissue and Scott Family napkins in 1984 to $1.5 million. It expanded on Wash a-bye Baby wipes with $2.2 million in measured tv, up from $219,000 in 1983, the year of introduction.

Scott also pushed higher-priced Baby Fresh wipes, with network tv spending of nearly $4 million, up 16% over 1983.

Job Squad and Viva disposable towels received greater emphasis with combined spot tv of nearly $3 million, up 13% over 1983. Scott is pushing Viva, which dropped from 9.4% to 8.6% share in 1984, in the face of heavy competition from P&G's Bounty and James River's Brawny. In that battle, Brawny gained from 4.5% to 5.3% and Bounty fell from 19.8% to 18.8% in 1984.

Scott Co.'s sales in the first quarter of 1985 were up 1.1%, to $696.2 million, while net income gained 23% to $42.1 million, compared with the same period in 1984. Sales in 1984 were $2.84 billion, up 5% over 1983. Net income was $187 million, up 51% over 1983.

Scott Co. products targeted at consumers had record sales of $1.5 billion in 1984, up 2% over 1983. Scott's two other operating divisions, printing and publishing, and pulp, forest products and minerals, generated revenues of $839 million and $184 million, respectively.

Since 1981, Scott has made strategic capital investments of $924 million in paper production, for raw materials, plant and equipment, and acquisitions of companies in related business areas. The goal has been to refine the company's vertical integration, producing consumer, commercial and industrial paper products at lowest cost. Through 1986, capital expenditures totaling $900 million are planned.

Scott also is buying companies in related product lines, for example, acquiring Sani-Fresh International in 1984 for $38.2 million and up to $20 million more based on projected 1985 earnings.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	1,492.9	1,272.8
Network cable	2.0	69.0
Spot tv	20,923.8	18,646.0
Network tv	5,448.8	3,304.0
Spot radio	593.6	356.3
Outdoor	85.9	3.5
Total measured	28,547.0	23,651.6

SCOTT PAPER CO.
Scott Plaza
Philadelphia, Pa. 19113
(215) 522-5000
Marketing Personnel

J. Richard Leaman Jr., exec vp, Scott Paper, president, package prod div
Paul N. Schregel, vp-package prod div-in-home business
James J. Cunningham, vp-package prod div—away-from-home business

Advertising Agencies

BBDO, New York—John Firestone, senior vp-mgmt super; Robert Wiesner, acct super; Debbie Hodes, acct exec-Viva, Cut Rite Wax Paper, Sofkins, Wash a-bye Baby, Cottonelle, Soft 'n' Pretty, Job Squad.

J. Walter Thompson, New York—Jack Morrissey, mgmt dir; Adele Finaly, vp-senior acct super; David Sass, senior acct super; Chris Bohjalian, Janet Coffman, Helen Pantuso, acct reps; Allison O'Shea, asst acct rep. ScotTowels, Scott Towels Junior, ScotTissue, Value Line, Baby Fresh.

Schaefer Advertising, Valley Forge, Pa.—Thomas O'Neill, vp-mgmt super; Gregory Gaul, acct super, away-from-home business prod.

SCOTT PAPER INTERNATIONAL
Marketing Personnel

William S. Wesson, exec vp-Scott Paper, pres-Scott Paper Intl.
John J. Butler, vp-Scott Paper, senior vp-services-Scott Paper Intl.

S.D. WARREN DIV
Boston
Marketing Personnel

Robert E. McAvoy, senior vp-Scott Paper, pres-S. D. Warren
James H. Frick Jr., vp-Scott Paper, div mgr-printing and publishing-S.D. Warren.

RANK
105

G.D. Searle & Co.

Skokie, Ill.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	1,245.8	946.0	31.7
Net income	161.6	151.2	6.9
U.S.			
Sales	974.6	670.1	45.4
Operating profits	237.2	118.7	99.8
Advertising	39.3	33.5	17.1

The phenomenal success of aspartame, the low-calorie sweetener, and the appointment of Donald Rumsfeld as chairman-ceo dominated news of G.D. Searle & Co. in 1984 and 1985.

The Skokie, Ill.-based company was the nation's 105th largest advertiser in 1984 with $39.3 million in total measured spending, a number sure to increase given the ad support now backing the aspartame brand, NutraSweet.

Searle announced a $40 million campaign in 1984 to create brand awareness for the sweetener, the first ever for a food ingredient that is not sold directly to consumers. Total measured spending for NutraSweet increased 112% in 1984 to $23.5 million, divided $19.7 million into network tv and $3.4 million into magazines.

Second on Searle's list of ad spending was Equal, the consumer product brand containing aspartame, with $8 million in total measured spending, up 51% from 1983. Equal spending was divided $6 million in network tv, $1.5 million in magazine. Equal replaced Cumberland Packing Corp.'s Sweet 'N Low (which contains saccharin) as the No. 1 tabletop sweetener in 1984.

Increased sales of products containing aspartame accounted for Searle's 32% increase in sales for 1984 to $1.25 billion, and a 7% increase in net earnings to $162 million. Sales of NutraSweet and Searle's consumer products increased 60% to $680 million in 1984.

NutraSweet has been a big winner with the soft drink industry. In November, 1984, Coca-Cola USA announced plans to begin using 100% NutraSweet in cans and bottles of diet Coke. The move followed similar announcements by Pepsi-Cola Co. and Seven-Up Co. to replace their current blends of NutraSweet and half saccharin in diet products. The change allows the companies to avoid placing a warning label on products with saccharin that it has been linked to cancer.

The product continued to boost profits in Searle's first quarter of the new fiscal year. Profits jumped 38% to $25.3 million on sales of $337.1 million, an increase of 20% over the same period in 1983. Combined worldwide sales of various forms of aspartame, marketed under four brand names, rose 34% in the first quarter to $176 million. Price breaks to soft drink makers hurt profits in the first quarter, as did the strong dollar and increased spending for r&d.

Soft drink makers have been openly critical of Searle's pricing of aspartame, which is 20 times as expensive as saccharin, and costs 50% more than sugar. PepsiCo has said its new contract for NutraSweet provided for a "major reduction" in costs. Coca-Cola isn't saying whether it received favorable pricing. Coca-Cola also says it has not yet abandoned saccharin, which it still uses in Tab, Sprite and other products. Coca-Cola has indicated the company may even begin using a blend

Top 25 outdoor advertisers by % change

of the second 100 leading national advertisers

		Outdoor ad expenditures ($000)			1984 as % of
Rank	Advertiser	1984	1983	% chng	co.'s ad total
1	**Whirlpool Corp.**	3,648.1	7.9	46,078.5	10.6
2	**Southland Corp.**	1,012.9	171.7	489.9	2.7
3	**Imasco Ltd.**	1,644.3	662.3	148.3	5.1
4	**Exxon Corp.**	838.7	350.0	139.6	3.3
5	**Sharp Electronics Corp.**	392.1	186.3	110.5	1.8
6	American Stores Co.	273.8	149.4	83.3	1.0
7	Matsushita Electric Corp. of America	244.9	137.3	78.4	0.6
8	American Dairy Assn.	385.6	216.7	77.9	1.3
9	Pan American World Airways	2,273.9	1,505.0	51.1	8.2
10	20th Century-Fox Film Corp.	322.5	216.5	49.0	1.0
11	**Amoco Corp.**	499.4	362.6	37.7	2.5
12	**Chesapeake Financial Corp.**	497.7	381.8	30.4	2.0
13	**Texas Air Corp.**	645.2	527.8	22.2	2.8
14	**Marriott Corp.**	742.5	636.0	16.7	3.6
15	**National Distillers & Chemical**	5,669.5	5,203.5	9.0	19.4
16	Hiram Walker Inc.	7,759.8	7,558.6	2.7	25.5
17	Republic Airlines	1,036.2	1,010.3	2.6	4.4
18	Rapid-American Corp.	3,713.8	4,071.4	(8.8)	11.9
19	Brown-Forman Distillers	5,054.5	6,182.1	(18.2)	14.6
20	G. Heileman Brewing Co.	1,456.2	1,958.8	(25.7)	6.3
21	**Denny's Inc.**	334.1	516.7	(35.3)	1.4
22	**E&J Gallo Winery**	214.0	514.2	(58.4)	0.7
23	**Kroger Co.**	259.4	679.7	(61.8)	1.0
24	**Blue Cross & Blue Shield Assns.**	228.1	0.0	N/A	1.1
25	**Southwestern Bell Corp.**	228.1	N/A	N/A	0.8

Source: Institute of Outdoor Advertisers and Outdoor Advertising Assn. of America as supplied to Leading National Advertisers Inc.

that includes cyclamates, if the Food & Drug Administration permits its sale again.

The proportion of Searle's U.S.-international sales is changing as a result of the company's success with NutraSweet and Equal. U.S. sales accounted for 72% of the 1984 total, compared with 55% in 1982.

Searle is trying to lock up the market for aspartame before its patent expires in 1992 or other sweeteners regain popularity. The company is spending $150 million for a new factory, scheduled to begin making NutraSweet in 1985.

In late May, 1985, Searle appointed Mr. Rumsfeld as chairman, succeeding Daniel C. Searle. Mr. Rumsfeld is the first nonfamily member to run the company. There has been speculation that Mr. Rumsfeld, a former U.S. secretary of defense, is considering a bid for national office.

Succeeding Mr. Rumsfeld as president is John E. Robson, formerly exec vp-chief operating officer. Mr. Robson remains chief operating officer. James Denny, senior vp, succeeds Mr. Robson as exec vp.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	6,443.2	5,345.5
Network cable	546.7	109.1
Spot tv	875.3	6,553.7
Network tv	30,566.3	20,257.3
Spot radio	0.0	353.4
Network radio	837.4	911.0
Outdoor	2.1	0.4
Total measured	39,271.0	33,530.4

G.D. SEARLE & CO.
P.O. Box 1045
Skokie, Ill. 60076
(312) 982-7000

Marketing Personnel

Donald H. Rumsfeld, chmn of the board-ceo
William I. Greener, vp-corp relations
Marcel C. Durot, vp-gm-U.S. consumer prod div
Timothy J. Healy, vp-mktg-NutraSweet Group

Advertising Agency

Dimensional Marketing, Chicago—Jeannie Karanicolas, acct coord; Lee Colpi, acct exec.

Needham, Harper & Steers/USA, New York—Lee Landon, acct exec.

Ogilvy & Mather International, New York—Barbara Elnendorf, acct super; Brett Carver, acct exec; Ian Miller, mgmt super.

Tatham, Laird & Kudner, Chicago—Equal tabletop sweetener, Icy Hot, new products—Mary L. Baglivo, acct super; Melissa Connolly, acct exec; Tom Blim, asst acct exec; Brian Hurley, mgmt super.

Sutton Communications, New York—Kinton Hall, acct exec-Nitrodisc; Nancy Larsen, acct exec-Demulen 1/35, Demulen 1/50, IUD products (CU-7), Lomotil; Steve Spittel, acct exec-Norpace, Norpace CR.

Sharp Electronics Corp.

Paramus, N.J.

RANK 182

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	4,561.8	4,027.1	13.3
Net income	170.7	134.1	27.3
U.S.			
Sales	1,200.0	930.0	29.0
Operating profits	N/A	N/A	N/A
Advertising	22.1	17.5	26.5

Sharp Electronics Corp. made its strongest bid in 1984 for moderately priced electronic products targeted at the home and office. The Paramus, N.J.-based U.S. subsidiary of Sharp Corp. of Japan had $22.1 million in measured spending for the year, up 26.5% over 1983, making it the 182nd largest U.S. advertiser.

Sharp's heaviest measured spending in 1984 was for a new line of plain paper copiers, introduced early in 1984 with $6.3 million in measured spending: $5.1 million in network tv and $1.1 million in magazine. Ads for the copiers, as with all Sharp products, continue using the theme introduced in 1982, "From sharp minds come Sharp products."

Sharp's copiers are part of a growing line of office automation equipment that includes the PC 5000 personal computer, a line of electronic typewriters and a facsimile system, all introduced in 1984.

The PC 5000 received $3.2 million in measured media, including $2.3 million in tv, and $800,000 in magazine. Sharp's foray into personal computers means it will slug it out with more than 100 companies for the estimated 39% share of the personal computer market not controlled by IBM, Apple, Commodore, Hewlett-Packard and Tandy.

Sharp's office products previously were limited to calculators, of which Sharp controls 35% to 40% of the world market and is second only to Texas Instruments in the U.S. Calculators received $1 million in measured spending in 1984, down from $2.8 million in measured media in 1983. TI only spent half of that on its electronic calculators.

Sharp introduced extensions of its office automation line at the June, 1985, Consumer Electronics Show in Chicago, including Sharp's first console-size copier, model 9500, designed to compete with Xerox, IBM, Honeywell and other marketers of console units.

Sharp's strength in 1984 again was its home entertainment products and appliances, led by Sharp microwaves, which hold a 9% market share. Microwaves received $3.6 million in network tv and about $500,000 in magazine in 1984, up 3%.

Sharp's growing line of tv sets received $1.9 million in measured network and spot tv in 1984, up 73% from 1983. Sharp's videotape players received $673,000 in tv, down from $1.4 million in 1983.

Worldwide sales in 1984 for the fiscal year ended March 31, 1984, were $4.5 billion, up 13% over 1983. Net income was $117 million, a 45% increase over 1983.

U.S. operating income in fiscal 1984 was $1.2 billion, up 29% over 1983. U.S. operating income in 1985 is projected at $1.5 billion. Sharp holds about a 4% market share in tvs and 8% in videotape players in the U.S. market.

In January, 1986, Sharp Electronics will move to its new $37 million headquarters in Mahwah, N.J.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,311.5	1,311.5
Magazines	4,813.2	1,978.5
Network cable	226.3	89.3
Spot tv	1,139.2	1,604.7
Network tv	14,229.7	12,309.9
Outdoor	392.1	186.3
Total measured	22,112.0	17,480.2

SHARP ELECTRONICS CORP.
10 Sharp Plaza
Paramus, N.J. 07652
(201) 265-5600

Marketing Personnel

K. Kubo, president
Charles Daigneault, exec vp-consumer electronics
Ken Yamada, senior vp-industrial equipment
Joe Castrianni, vp-copier div
Dan Infanti, dir-corp communications & mktg
Jerry Orenstein, mktg communications mgr-consumer electronics
Don Osborne, mktg mgr-industrial equip
Perry Clay, gm-appliances
Ron Stoltenberg, gm-consumer video
Stan Wasser, gm-personal electronics
H. Kamatani, gm-audio products

Advertising Agency

Scali, McCabe, Sloves, New York—(all prods)—Larry McNaughton, vp-mgmt super; Tom Wynbradt, acct super; Cathy Ryan, acct exec; Andy Borden, Linda Salvatierra, asst acct execs.

Shell Oil Co.

Houston

RANK 150

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	20,898.0	19,883.0	5.1
Net income	1,772.0	1,633.0	8.5
Advertising	26.5	11.7	126.9

Shell Oil Co., Houston, in the process of being purchased by its largest shareholder, Royal Dutch, made its first foray into branded gasoline in building its measured media advertising to $26.5 million in 1984.

Shell, which ranked as the 150th largest advertiser, offered its first new gas product since 1975—SU2000 for super unleaded gasoline and RU2000 for regular unleaded gasoline.

In doing so, it took the route other gasoline marketers have taken—introducing a high octane product to support higher performance driving—but Shell tagged its products with the SU and RU brands. The octane rating of the product is 92, vs. 91.5 of the regular.

The company backed the new product introduction with most of the $20.5 million in measured spending it allotted for Shell gasoline, an expenditure that dwarfs the $1.3 million Shell spent on gasoline in 1983. Network tv got 47% of the spending and spot radio, 33.9%.

In the campaign, which bore the tag line: "The longer you use it, the better it can be for your engine," Shell wrapped its service station pumps bearing the SU2000 in black and gold graphics and those with RU2000 in a red and white pattern.

The campaign, staged by Ogilvy & Mather/Houston, sent Shell's ad spending for gasoline beyond spending levels of its major competitors and helped give Shell almost a 3% increase in gasoline sales, compared with the industry average of 2.5%.

Shell's $20.3 million ad support for gasoline compared with its competitors: Exxon, $11.7 million on gasoline; Amoco, $10.8 million; Texaco, $3 million for Getty and $7 million behind Texaco gasoline; Atlantic Richfield, $4.3 million for gasoline and $10.3 million for general petroleum promotion.

Gasoline sales remain a small percentage of total sales of Shell Oil, which had sales of $20.9 billion at yearend Dec. 31, up 5.1% from the previous year, and net income of $1.77 billion, up 8.5%.

The oil and gas exploration segment turned in earnings of $1.38 billion, basically unchanged from 1983, as crude oil production was up but average domestic prices down; oil products sector earnings were $223 million, off 6% from the previous year, again reflecting the squeeze on profits caused by high production and low prices; and the chemical products sector had net income of $132 million, up 110%, and largely because of higher operating rates because of a stronger economy and lower feedstock costs.

Shell, whose measured advertising increased 126.9% over 1983, continued its ad spending mix, although shifting percentages in some media. It placed 38% of its measured spending in spot tv, 37.5% in spot radio, 9.6% in farm, 8.6% in magazines, 6.2% in network tv, and small percentages for network cable and outdoor.

During the year, Royal Dutch continued to buy the nearly one-third of Shell Oil it didn't already own. It started out paying $55 a share but has increased that to $60 as various lawsuits attempting to thwart the buyout have raised the ante. The total purchase now is pegged at about $5.67 billion.

Royal Dutch management style is to permit is subsidiaries to operate autonomously.

Unresolved is current litigation in which shareholders, essentially holding out for more money per share, allege that Royal Dutch had inside information about the magnitude of a new oil find made by Shell Oil when Royal Dutch issued the tender offer. Shell answered the accusation, saying the worth of the find quoted by the disgruntled shareholders was grossly exaggerated.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	2,288.4	20.0
Network cable	8.0	166.4
Spot tv	10,042.2	0.0
Network tv	1,642.7	1,696.8
Spot radio	9,940.3	7,689.8
Outdoor	39.2	70.9
Farm pubs	2,538.2	2,036.1
Total measured	26,499.0	11,680.0

SHELL OIL CO.
One Shell Plaza
Houston, Tex. 77002
(713) 241-4083

Marketing Personnel

John Quinn, mgr-communications
John H. Haines, mgr-adv & sales promo
Ed T. Matthews Jr., adv rep
Ed O. Pierce, mgr-sales promo
J.R. Dowler, mgr-chemical adv & sales promo

Advertising Agencies

Ogilvy & Mather, Houston—consumer advertising, including SU2000 and RU2000—Kirk Walden, vp-mgmt super; Dave Ryan, acct super; Deb McDonald, acct super-gasoline.

Allen & Dorward, San Francisco—Shell chemicals—W.K. Manos, vp-acct super; Meg Montalvo, acct exec.

Black & Decker plugs into powerful growth

Black & Decker Mfg. Co., the world's largest power tool company and ranked 138th in U.S. measured ad spending, in 75 years has grown to take over General Electric's small appliance business.#

SmithKline Beckman Corp.

Philadelphia

RANK 142

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	2,940.2	2,835.4	4.0
Net income	502.6	488.5	2.9
U.S.			
Sales	2,098.3	2,009.7	4.4
Operating profits	500.2	494.9	1.1
Advertising	28.8	23.8	20.9
Division sales			
Theraputics	2,119.1	2,006.0	5.7
Diagnostic/analytical	830.1	830.4	-0.1

SmithKline Beckman Corp. in 1985 is counting on a new oral anti-arthritis drug to boost its pharmaceutical sales. The Philadelphia-based company was the 142nd leading national advertiser in 1984 with $28.8 million in measured spending, up 20.9% from 1983.

The drug, Ridaura, approved in May by the FDA, is the first oral version of gold salts, which are administered by injection to treat rheumatoid arthritis in adults. The company expects a steady increase in sales of the drug through the 1980s, possibly

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* 1983 Belden Springfield CMS, 1984 Paragon Dayton Survey;
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SmithKline could use another profit center as a result of growing competition for Tagamet, its anti-ulcer medication that accounted for most of the $906 million (in 1984) worldwide market for ulcer therapy drugs. The company introduced new dosages of Tagamet in 1984. The drug accounts for about 30% of SmithKline's annual sales and 50% of earnings.

SmithKline's sales for 1984 were $2.95 billion, up 4% over 1983. Net profits in 1984 were up 3% to $500.3 million. Worldwide sales have been affected by the 1983 introduction of Ranitidine, a direct competitor to Tagamet. Worldwide sales were adversely affected by unfavorable exchange rates resulting from a strong U.S. dollar. Sales would have been $75 million higher at 1983 average exchange rates.

SmithKline also faces heavy competition in consumer products for Contac cold remedies. The company undertook a revitalization of the brand in 1984 with a new ad campaign by BBDO Inc.: "We keep America on its feet." Measured spending for Contac was up 11% in 1984 to $14.3 million, with 90% network tv and 10% spot tv. SmithKline also introduced Congestac tablets, a brand extension, in the fall of 1984. Congestac received $2.6 million in measured network spending.

Ad spending for Ecotrin aspirin dropped 8% in 1984 to $5.9 million, mostly for network tv. Measured spending for SmithKline's Sine-Off products increased 30% to $2.8 million, mainly for network tv.

SmithKline Beckman and American Hospital Supply Corp. announced in January, 1985, that they are combining their clinical laboratory businesses in a new company, SmithKline Bio Science Laboratories. The combination involved no cash. Under terms of the agreement, SmithKline owns 72.5% of the new company, and American Hospital Supply 27.5%.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,846.5	2,444.6
Network cable	96.6	5.4
Spot tv	1,855.8	1,925.6
Network tv	22,871.4	19,258.1
Spot radio	1.7	86.7
Farm pubs	169.3	128.4
Total measured	28,841.3	23,848.8

SMITHKLINE BECKMAN CORP.
1500 Spring Garden St.
Philadelphia, Pa., 19101
SMITHKLINE & FRENCH LABORATORIES
Marketing Personnel
Alan J. Dalby, president, SK&FL, exec vp-therapeutic prod group
James H. Cavanaugh, president, SK&FL, U.S.
John F. Chappell, president, SK&FL, intl
William Pilling, vp-mktg admin-U.S.
Joseph Rutledge, vp-customer affairs, U.S.
Robert Cook, vp-sales mgmt, U.S.
Charles P. Lowman, vp-mktg communications, U.S.
Alan Klawans, dir-design, U.S.
A.L. Wright, dir-adv & sales promo, U.S.
Joseph M. Weaver, vp-intl mktg & business devel
MENLEY & JAMES LABORATORIES
Philadelphia
Marketing Personnel
William E. Learnard, president
Victor R. Galef, vp-mktg
Richard Novak, vp-sales
Richard E. Arnold, vp-prod & business services
Stephen Hartogensis, vp-finance and business planning
Advertising Agencies

BBDO, New York—Contac, Teldrin, Feosol, Hemoccult Home Test—Bob Forman, acct super; Bob Spofford, mgmt super; Jack Thorne, mgmt rep.

MCA, New York—Congestac, Sine-Off, Ecotrin, A.R.M.—Bill Bishop, pres; Steve Brounstein, mgmt super; Paul Basquin, acct super.

SMITHKLINE ANIMAL HEALTH PRODUCTS
Philadelphia
Marketing Personnel
Norman H. Blanchard, pres
Han van Veen, vp-industrial prod
Gerald Myers, dir-sales and mktg, U.S./Canada
Advertising Agency

Marketing Support Services, St. Joseph, Mo.—Kenneth Shearin, creative & mktg mgr.

NORDEN LABORATORIES
Lincoln, Neb.
Marketing Personnel
Daniel P. Hinnah, genl mgr
Beverly Blume, mgr-adv & promo support
Advertising Agency

Bozell & Jacobs, Omaha—Omar Dye, Wes Newhaus, Kurt Wullschleger, acct execs.

ALLERGAN PHARMACEUTICALS
Irvine, Cal.
Marketing Personnel
Gavin S. Herbert, chairman
William Shepherd, president Allergan U.S.
Richard Ulmer, senior vp-U.S. operations
David Bruns, president, Allergan intl
Thomas Bender, vp-domestic mktg
HUMPHREY INSTRUMENTS
San Leandro, Cal.
Marketing Personnel
M.J. Hansen, president
Keith Ignotz, vp-mktg
Nick Lurowist, mktg mgr
SMITHKLINE BIO-SCIENCE LABORATORIES
Philadelphia
Marketing Personnel
Harry C. Groome, president
Jane Nugent, dir-mktg
Robert Polege, vp-sales
BECKMAN INSTRUMENTS
Fullerton, Cal.
Marketing Personnel
Louis T. Rosso, president & exec vp-diagnostic/analytical group
John P. Wareham, vp-diagnostic systems group
James Quirk, div mgr-scientific systems group
Roger Novesky, mgr-Spinco div
Thomas E. Waller, vp-bioanalytical systems group
Robert R. Crittendon, mgr-mktg communications
Advertising Agency

Cochrane Chase, Livingston & Co., Irvine, Cal.—Frank Addis, vp-managing dir, med bioscience group; Gary Cunningham, vp-creative dir; Eileen Goodman, acct rep.

Sony Corp.

Park Ridge, N.J.

RANK 125

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	5,149.2	4,666.3	10.3
Net income	291.6	125.1	133.0
U.S.			
Sales	1,747.8	1,332.7	31.1
Operating profits	N/A	N/A	N/A
Advertising	32.3	39.3	-17.8

Sony Corp. of America, New York, aiming to make a comeback in the home video market as the market has shifted away from its Beta system, has pinned its hopes on an 8mm video camera recorder and videocassette recorder.

Success of the new products set for U.S. debut this year will hinge on the market's willingness to accept the small-scale camera recorders (the size of a paperback) as it once accepted Sony's Betamax before rejecting it for VHS-format products.

Sony, the 125th largest advertiser with measured media spending of $32.3 million, has not lost its market share for its Beta product from want of advertising. Sony spent $9.2 million on Beta products in 1984 in network and spot tv and magazines—the most for any product line—yet product sales remained sluggish especially among the popularly priced models in Europe and Japan.

First-quarter results at Sony indicate revenues from vcrs dropped 25% in the period, putting even greater pressure on the 8mm video camera products to pick up the slack. The products were introduced in the first quarter in Japan where they are now in back order. Total net income was $77.8 million, up 14.8% from the previous year, on vcr sales of $1.33 billion, up 9.4%.

Analysts report that Sony's share of the home video market has declined steadily from 18% in 1981 to 9% in 1984. Sony's troubles stem from consumer preference for the VHS-format products as opposed to Sony's Beta process. The Beta format accounts for about 35% of the world's vcr business. The two formats are incompatible.

Video equipment sales of $2.09 billion in 1984 accounted for 40.6% of corporate sales. Yearend results at Sony were sales of $5.15 billion, up 10.3% from the previous year, and net income of $291.6 million, up 133%. During 1984, video equipment sales increased 12% over the previous year. The Betamax vcrs, 1-in. vcrs, videotapes and U-matic vcrs are included in this sector, which expanded largely because of sales expansion of video equipment for broadcast and institutional uses.

Sony was to deliver this spring its so-called "Super Slo Mo" for about $270,000. The equipment, consisting of a camera, base station and videotape recorder, was unveiled in ABC's coverage of the Summer Olympics.

Sales of audio equipment during fiscal 1984, including audiotapes, increased 10.4% over fiscal 1983, primarily because of the sales expansion of the Walkman. Walkman sales results, however, lacked strong ad support during the year. Advertising in measured media actually dropped from $5.3 million in 1983 to $148,000 in 1984, accounting for most of the company's total measured media decline of 17.8%.

Tv sets accounted for 23.6% of total net sales, with color tv sets accounting for 19.9% of total net sales, mainly through the acceptance of Trinitron color tvs. The company backed its color tv sets with $5.9 million in measured spending, the same as in 1983. During the Super Bowl in January, Sony introduced the Trinitron XBR high-tech model that is cable and computer-compatible and has stereo capacity with detachable speakers.

The series of 8mm home video products includes a video camera recorder and vcr. The series uses 8mm film and tapes, about half the size of the half-inch format that is the industry standard. The camera recorder weighs 3 lbs. and only records images. Sony is offering a lightweight portable deck for playback.

Sony expects the 8mm products to account for half the market by 1990, however, 8mm products generally have shorter recording times and less clear pictures, and there are few prerecorded movies on 8mm tapes—the reason many vcr owners buy the vcr.

During the year, Sony Corp. of America created Sony U.S. Marketing Group, an umbrella division for Sony Corp. of America's five major marketing companies—Sony Consumer Products Co., Sony Communications Products Co., Sony Broadcast Products Co., Sony Tape Sales Co. and Sony Consumer Service Co.

Sony made a number of agency shifts, opting for Waring & LaRosa, New York, for professional videotapes and floppy discs, and McCann-Erickson, New York, for audio/car stereo, and hi-fi. Both accounts were previously with Ammirati & Puris, New York. Marschalk Co. in New York also obtained the Betamax account, replacing Backer & Spielvogel, New York.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	11,619.7	11,619.7
Magazines	5,235.1	9,497.0
Network cable	148.2	5.6
Spot tv	7,474.7	9,775.5
Network tv	7,316.3	8,087.7
Spot radio	486.0	290.6
Outdoor	5.7	12.7
Total measured	32,285.7	39,288.8

SONY CORP. OF AMERICA
One Sony Dr.
Park Ridge, N.J. 07656
(201) 930-1000
SONY CONSUMER PRODUCTS CO.
Park Ridge, N.J.
Marketing Personnel
Ed Adis, senior vp-sales
Roland Martin, senior vp-communications
Allan Shevin, vp-special mkt sales
Osamu Naka, vp-Betamax sales & mktg
Jeff Brooks, dir-adv
SONY COMMUNICATIONS PRODUCT CO.
Park Ridge, N.J.
Marketing Personnel
J. Philip Stack, president-ceo
Robert Mueller, vp-genl mgr-video communications
Jason Farrow, dir-adv
SONY BROADCAST PRODUCTS CO.
Teaneck, N.J.
Marketing Personnel
William Connolly, president-ceo
William Powers, vp-sales
Anthony O'Connell, vp-mktg
Ron Petty, dir-mktg services
SONY TAPE SALE CO.
Park Ridge, N.J.
Marketing Personnel
John Hollands, president
John Bermingham, vp-sales & merch
Patrick Murray, dir-sales
Robert Basso, natl adv mgr
SONY CONSUMER SERVICE CO.
Park Ridge, N.J.
Marketing Personnel
Hisashi Sakae, president
Richard Wheeler, senior vp
SONY INDUSTRIES
Marketing Personnel
Michael P. Schulhof, president
Kevin Finn, vp-gm-component prod div
Advertising Agencies

Ammirati & Puris Inc., New York—nonconsumer—Mary Herrmann-senior vp-mgmt super; Steve Hoechster, acct super; Tina Traster, media planner.

Marschalk Co., New York—Betamax (Beta movie, Beta hi-fi, Super Beta), Video 8—Roger Stone, acct dir; Jay Cossey, vp-media group head-print; Gertrude Bergen, media super-print; Art Tatnell, vp-assoc media dir-Betamax; Grace Schiraldi, media super; Louise Wolf, senior media planner.

McCann-Erickson, New York—audio, hi-fi, car stereo & video display products—Steve Hurwitz, senior vp-mgmt rep.

Waring & LaRosa, New York—magnetic tape products, consumer & industrial—Saul Waring, president; John Cassano, vp-acct super; Milt Herlich, media dir; Joe LaRosa, senior creative dir.

Southland Corp.

Dallas

RANK 108

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	12,105.0	8,805.0	37.5
Net income	160.3	131.8	21.6
Advertising	37.0	27.5	34.6
Division sales			
Retailing	7,707.3	6,820.7	13.0
Gasoline	3,882.0	1,554.7	149.7
Food processing	443.6	395.8	12.1
Other	70.1	32.9	112.9

Southland Corp., a highly vertical retail conglomerate with 7-Eleven convenience stores and Citgo gas stations, increased its measured advertising spending by 34.6% over 1983 to $37.0 million in 1984, making it the nation's 108th largest advertiser. More than half of that expenditure was in spot and network tv.

The Dallas-based company, the nation's sixth largest retailer, backed its 7-Eleven operations with $35.2 million of the total measured ad spending as the convenience store outlets tied into an image-building theme, "America likes the freedom of 7-Eleven," and the corporation's sponsorship of the Summer Olympics in Los Angeles.

The "freedom" theme, introduced late in 1981, is giving way to a new ad theme in 1985: "No one keeps you revvin' like 7-Eleven," a series of humorous tv spots that dramatize fast, friendly, convenient service at the nation's 7,494 7-Eleven stores. The national tv schedule is being supported by radio spots carrying the same theme couched in contemporary, country and rock musical themes.

Southland Corp. increased its 1984 measured network tv spending for 7-Eleven to $8.7 million, 86% more than the previous year. Much of this expenditure reflected Southland's Olympic sponsorship. Spot tv expenditures increased 7% to $14 million. Southland also was a heavy user of spot radio, spending a measured $12.5 million primarily on 7-Eleven, a level that remained unchanged from 1983.

Southland also spent $1.4 million on spot tv for Citgo Gasoline and $600,000 for Chief Auto Parts, a growing convenience store unit that has 337 stores nationwide.

Southland's vertically integrated business—it produces many of the products its stores carry—became even more so in August, 1983, when Southland acquired the refining, marketing and transportation businesses of Cities Service Co., Tulsa, Okla., a wholly owned subsidiary of Occidental Petroleum Corp. The Citgo subsidiary was bought with 9.35 million new shares of common stock and $519 million cash.

Southland in recent years has focused on expanding the number and geographic spread of its retail units, which include 7-Eleven, Quik Mart, Chief Auto Parts, Gristede's (food stores) and Super-7, high-volume gasoline outlets. In addition, Southland has focused on developing support services, such as food and dairy processing, distribution and manufacturing, and gasoline refining and supply.

Gasoline, for example, was available at more than 3,501 7-Eleven, Quik Mart and Super-7 outlets at yearend 1984. Total retail volume reached nearly 2 billion gals. This strengthens Southland's position as the largest independent gasoline retailer in the U.S. But the huge Citgo acquisition has not been easy for Southland Corp.

Although net revenues were up 37.5% to $12.11 billion in 1984, net earnings were up only 21.6% to $160.3 million, largely because Citgo results were hurt by the depressed market for petroleum products. In December, 1984, Southland took steps to limit the effects of the deteriorating market, by forcing a 46% cutback in refining operations and reducing the work force.

First-quarter 1985 results also were poor. Profits fell 93% to $1 million, compared with $14.3 million in the first quarter of 1984.

Revenues declined 3.5% to $2.8 billion in 1984. Over-all, Southland is in good financial shape, and continues to set the pace in the convenience store industry both in the U.S. and abroad.

Southland's international division includes 3,457 7-Eleven and other retail units operated by area licensees and affiliates in 11 countries. Ad spending for international operations is not included in Leading National Advertisers measured figures.

If Southland Corp.'s total measured ad spending continues to grow by about a 26% clip, the company could jump into the 100 leading national advertisers.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	794.2	285.5
Network cable	17.7	11.2
Spot tv	14,054.0	13,001.8
Network tv	8,669.3	1,560.3
Spot radio	12,479.4	12,479.4
Outdoor	1,012.9	171.7
Total measured	37,027.5	27,509.9

SOUTHLAND CORP.
P.O. Box 719
Dallas, Tex. 75221
(214) 828-7011
Marketing Personnel
J.W. Thompson, president-chmn of board
S. Richard Dole, exec vp-7-Eleven Stores
Frank McKeown, vp. mktg-retail
John Shanahan, mgr-adv & promo
John Antioco, natl mktg mgr-7-Eleven
Frank Byrley, natl sales mgr
John Drake, mktg devel mgr
Bill Wootten, vp-genl mgr-Chief Auto Parts
Ken Cason, natl adv mgr-Chief Auto Parts
Advertising Agency

Young & Rubicam, New York—Bob Gleckler, mgmt super; Sean Healey, acct super; Larry Nabatoff, staff asst.

Southwestern Bell Corp.

St. Louis

RANK 146

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	7,191.3	7,904.4	-9.0
Net income	883.1	892.7	-1.1
Advertising	27.8	N/A	N/A
Division sales			
Local telephone	2,838.0	3,678.0	N/A
Long distance	912.0	3,752.0	N/A
Network access	2,238.0	N/A	N/A
Other	1,203.0	474.0	N/A

Southwestern Bell Corp. aggressively began marketing products and services nationally and overseas in 1984, greatly expanding the profit potential of its service area. The St. Louis-based corporation, one of seven regional holding companies created in 1984 by the breakup of American Telephone & Telegraph, was the 146th leading national advertiser based on measured media spending of $27.9 million.

Southwestern Bell devoted 70% of its measured spending to spot tv, almost $13 million promoting services of Southwestern Bell Telecommunications and another $6.5 million promoting Southwestern Bell Publications, the two main operating subsidiaries.

Southwestern Bell's publishing subsidiary moved into the national market in 1984 with its Silver Pages, a directory product targeted at senior citizens. The directory lists government agencies and corporations providing services, discounts and special offers for seniors on a local and national basis. Comedian Bob Hope is national spokesman for the Silver Pages, which are scheduled for distribution in 110 major cities by the end of 1986.

The publications unit also landed a five-year contract in a joint venture with Volt Information Sciences to generate about $1.1 billion in advertising sales for Telecom Australia, the government-owned telecommunications agency.

Also in 1984, the company created Southwestern Bell Telecom, an equipment vendor outlet, and allotted $516,000 in measured spending for magazine. Former parent AT&T has asked the Justice Department to look into acquisitions by Southwestern Bell's Telecom subsidiary to find out whether the company is involved in the manufacture of telecommunications equipment, which is forbidden by a consent decree.

Southwestern Bell has said its acquisition of some assets of Comcoa Inc. and Electra Co., both makers of telecommunications equipment, are related to marketing and distribution of telephone equipment to business and consumers, not manufacturing.

The phone sales unit sold more than 11,000 systems in 20 states in 1984, generating more than $100 million in revenues.

Southwestern Bell Mobile Systems, a cellular mobile telephone service, also was launched in 1984 with $73,000 measured spending for outdoor. The mobile service was introduced in three cities, and, in 1985, expanded to three additional markets. Southwestern Bell serves Arkansas, Missouri, Oklahoma and Kansas.

Southwestern Bell recorded net income of $883 million on revenues of $7.19 billion. About 91% of 1984 total operating revenue was derived from communications services and the remainder was mostly from classified Yellow Pages directory advertising. About 73% of operating revenues from communications services were attributable to intrastate operations.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	0.0	0.0
Magazines	783.4	N/A
Network cable	0.0	N/A
Spot tv	19,460.5	N/A
Network tv	0.0	N/A
Spot radio	7,405.8	N/A
Network radio	0.0	N/A
Outdoor	228.1	N/A
Farm pubs	0.0	0.0
Total measured	27,877.8	0.0

SOUTHWESTERN BELL CORP.
1010 Pine St.
St. Louis, Mo. 63101
(314) 247-9800

Z.E. Barnes, chmn-president
J.H. Hunt, exec vp
Edgar Mayfield, vp-genl counsel
Gerald D. Blatherwick, vp-pr
Robert G. Pope, vp-corp devel
Donald Lottmann, asst vp-pr
Carol Crosthwaite, div mgr-corp relations

SOUTHWESTERN BELL TELEPHONE CO.
Marketing Personnel

Z.E. Barnes, president-ceo
James Gallaway, vp-mktg

SOUTHWESTERN BELL PUBLICATIONS
Marketing Personnel

A.C. Parsons, president-ceo
Martin R. Berg, asst vp-corp communications

Advertising Agency

Marketing handled by Southwestern Bell Media—Ronald M. Jennings, vp-genl mgr.

SOUTHWESTERN BELL TELECOMMUNICATIONS
Marketing Personnel

R. Scott Douglass, president-ceo
Dawn Callier, dir-pr & adv
D. Scott Pool, president-Southwestern Bell Information Systems Integrators
John M. Zalovdek, exec vp-business systems div
Peter Martin, vp-business devel div

SOUTHWESTERN BELL MOBILE SYSTEMS
Marketing Personnel

John H. Atterbury, president-ceo
Robert S. Campbell, vp-mktg
John T. Stupka, exec vp
Robert H. Digneo, dir-pr & adv

Advertising Agency

Bozell & Jacobs, Dallas—Henry Rosen, acct super.

Gardner Advertising Co., St. Louis—Bill Lahrman, vp-mgmt rep; Doug Herrman, vp-acct super; Greg Mauldin, acct exec-Yellow and Gold pages; Carol Perry, Bill Salzman, acct execs-Silver pages & recruitment.

D'Arcy MacManus Masius, St. Louis—Edward C. Barnidge Jr., senior vp-mgmt rep; William Mund, Gail Foster, vp-acct supers.

Subaru of America

RANK **152**

Pennsauken, N.J.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	1,174.9	1,057.5	11.1
Net income	60.0	49.5	21.2
Advertising	26.0	23.8	9.2

Voluntary restraints are just about the only thing slowing Subaru of America from becoming a dominant force in selected niches of the U.S. market for imported cars. Subaru of America is the U.S. distributor for Fuji Heavy Industries Ltd. of Japan, with total measured ad spending of $25.9 million in 1984, up 9% over 1983.

The Pennsauken, N.J.-based importer, the 152nd largest advertiser, is riding near the crest of a wave of Japanese imports, which have seen significant improvements in market share in recent years. Analysts say Japanese imports are gaining an increasing share of the total import segment, approaching 80%, up from about 45% in 1973.

Subaru's market share of Japanese imports increased to about 8% in 1984 from about 3% in 1973. The Japanese segment is led, in order, by Toyota, Nissan, Honda, Mazda and Subaru. The market segment could change, however, if Fuji Heavy Industries decides to begin assembling small cars in the U.S. jointly with a domestic or Japanese company. Fuji, which has a business relationship with Nissan Motor Co., produces some 600,000 cars annually, exporting 200,000 small cars to the U.S. and about 90,000 to other countries.

In 1978, imports accounted for about 18% of unit sales in the U.S. auto market, according to Value Line. Their share rose to 26% in 1983 and held relatively steady in 1984 because of voluntary restrictions by the Japanese. Although the system of voluntary restraints expired in March, 1985, analysts say the Japanese are not likely to ship more than a 10% increase in 1985, to circumvent enactment of trade restrictions.

Subaru is targeting its market strategy at specific segments, such as passenger cars and trucks with front-wheel drive, and, on demand, front wheel/four-wheel drive.

Subaru passenger cars in 1984 were advertised under the theme "the Subaru difference." Passenger cars received most of the company's ad weight, with $17.6 million in measured media, up 9% over 1983. Media spending for passenger cars was divided 65% network tv, 27% spot tv, 8% magazine. Subaru's GL-10 model received $1.5 million in measured spending, divided 70% magazine, 30% tv.

Next on the list, in terms of measured spending in 1984, were Subaru wagons, with $2.4 million in measured media, divided 48% magazine, 30% network, and 22% spot tv.

In 1985, Subaru's theme becomes "The greater difference," with introduction of 1985 Subaru Coupe.

Subaru had net sales in 1984 of $1.17 billion, up 11% over 1983. Net income, however, was $60 million, up 22% over 1983. *Forbes* ranked Subaru No. 1 in terms of sales growth and profitability in its 37th annual report on autos and trucks.

Apparently, Subaru's marketing emphasis on quality, durability, performance and driveability is bringing strong results in customer satisfaction and in decisions to repurchase. A 1984 survey by J.D. Power & Associates measuring customer satisfaction levels of 31 imported and domestic cars ranked Subaru second only to Mercedes-Benz.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	2,692.2	2,692.2
Magazines	4,557.0	3,291.5
Network cable	264.7	340.1
Spot tv	5,247.3	5,175.9
Network tv	12,615.0	11,908.7
Spot radio	594.6	371.2
Outdoor	26.4	34.0
Total measured	25,997.2	23,813.6

SUBARU OF AMERICA
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Pennsauken, N.J. 08109
(609) 488-8500
Marketing Personnel

Robert L. Reich, exec vp-finance
Robert J. Whitehead, senior vp-prod services
T.D. Mahin, vp-corp communications
Eugene Egan, vp-sales
Paul Utans, vp-governmental affairs
Christopher B. Wackman, natl mgr-adv

Advertising Personnel

Levine, Huntley, Schmidt & Beaver, New York—Michael Elkisch, acct super; Bernie Lanigan, acct exec; Terry Bonaccolta, mgmt super.

Tambrands Inc.

RANK **127**

Lake Success, New York

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	390.0	346.4	12.6
Net income	58.9	51.1	15.3
U.S.			
Sales	294.5	252.4	16.7
Operating profits	36.7	35.4	3.7
Advertising	31.8	28.0	13.8

Tambrands continues in 1985 to build on its successful transition to a diversified company with the introduction of its first products outside the sanitary protection market, a line of home diagnostics called First Response.

The Lake Success, N.Y.-based company, the nation's 127th largest advertiser in 1984 with $31.8 million in measured spending, introduced the products in April, 1985, into test market in California. The products include an ovulation predictor test and a home pregnancy test. Several other products will be added to the line in 1986.

The pregnancy test will face stiff competition from Johnson & Johnson's Daisy 2 and Advance products, as well as Warner Lambert's e.p.t. and e.p.t. Plus, which accounts for about 50% of sales in the category. The ovulation test is Tambrands' answer to the basal thermometer, which is capable under ideal conditions of recording whether ovulation has occurred through slight temperature variations.

The $250 million home-diagnostics market is a natural for Tambrands, whose Tampax tampons have an estimated 60% market share, or $190 million of the $315 million U.S. tampon market. It is estimated that Johnson & Johnson, Kimberly-Clark and Tambrands each account for 20% to 30% of unit sales for all feminine hygiene products, including sanitary napkins and tampons, and Beatrice and Procter & Gamble account for most of the remainder.

Tambrands' total measured spending in 1984 increased to $31.8 million, up nearly 14% over 1983. Most of the added spending was for brand extensions of the Maxithins line, including Maxithins panty shields, which received $6.7 million in measured spending in 1984, divided roughly $5.2 million in network tv and $1.5 million magazine. Maxithins received $10.7 million in measured network tv in 1984, with an additional $600,000 in spot tv and $3 million in magazines.

Despite sales improvements as a result of higher spending levels, Tambrands reported an 18% decline in earnings to $12.4 million for the first quarter of 1985. The decline resulted from placing $3 million in reserve to cover replacement of Tampax Super Plus tampons. Excluding the charge, net income increased 2%.

A recent study commissioned by Tambrands at Harvard Medical School showed that polyacrylate, a synthetic fiber used in the tampons, was linked to toxic shock syndrome. Tambrands stopped using polyacrylate in February, 1985. The Super Plus brand now contains a fiber blend of cotton, rayon and Aqualon, a material used in tampons mainly sold outside the U.S.

Tampax Tampons are expected to benefit in 1985 from Procter & Gamble's decision to discontinue its Rely tampons brand, whiich has been linked to toxic shock syndrome. P&G took a $75 million write off in abandoning the market. But P&G continues seeking new markets in the feminine hygiene category with Always, a maxi-pad.

Tambrands net sales in 1984 amounted to $390 million, up 12.6% over 1983. Net earnings were $58.9 million, up 15.3% over the previous year.

Foreign sales account for about 40% of Tambrands' total unit sales and about 25% of consolidated net earnings. Tambrands also faces highly competitive conditions in foreign markets.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	7,076.5	6,605.7
Network cable	0.0	0.6
Spot tv	1,094.8	1,547.6
Network tv	22,643.6	19,815.7
Spot radio	38.8	0.0
Network radio	978.9	0.0
Total measured	31,832.6	27,969.6

TAMBRANDS INC.
10 Delaware Dr.
Lake Success, N.Y. 11042
(516)-437-8800
Marketing Personnel

Douglas B. Fox, vp-mktg
Harry W. Rowe, vp-sales
Ronald Zwicke, vp-adv
Susan L. Coleman, mktg mgr
Brad Gay, mktg mgr
Barbara Mechlowitz, brand mgr-Tampax tampons
Jan Rock, brand mgr-Maxithins & panty shields
Edward Covell, brand mgr-First Response home diagnostic tests

Advertising Agencies

MCA Advertising, Westport, Conn.—Maxithins—Bob Lepre, exec vp; Jack McFaddin, acct dir.

William Esty Co., New York—Tampax—Marsha Arones, Sharon Moss, acct execs; Mark Miller, mgmt super.

Carrafiello Diehl & Associates, Irvington, N.Y.—First Response home diagnostic tests—Joanne Henshall, acct super; Peter Etray, group super.

Castor Spanish Intl, New York—domestic Hispanic market—Jorge Reynardus, acct super; Veronica Escala, acct services.

Texaco

RANK **162**

White Plains, N.Y.

($ figures = 000,000,000)

Worldwide	1984	1983	% chg
Sales	47.9	41.1	16.5
Net income	1.1	1.2	-13.1
U.S.			
Sales	N/A	N/A	N/A
Operating profits	N/A	N/A	N/A
Advertising	24.3	18.1	34.2

Texaco, the nation's 162nd largest advertiser, achieved greater access to raw materials through its Getty Oil Co. acquisition in 1984 and advanced its marketing and advertising strategies by reinforcing its image as a major international oil and gas company.

The White Plains, N.Y.-based oil giant, which had 1984 measured advertising expenditures of $24.3 million, up 34.2% from 1983, funneled $11 million of the measured total into spot and network tv to push its new, high-volume System 2000 retail outlets and back its Texaco brands of gasoline and Havoline Supreme motor oils. The tv spending breakdown was almost 50% each for spot and network.

Spot tv focused on brand awareness for the System 2000 stations, emphasizing construction of the outlets mainly in the Northeast, the Sunbelt and the West Coast. By yearend, more than 400 System 2000 stations were operating, averaging sales of more than 170,000 gals. a month each. That compares with Texaco's other company-owned stations, which averaged 86,000 gals. a month.

Gasoline products accounted for the largest portion of measured tv spending, $4.2 million spot and $2.8 million network, using the ad theme: "[Texaco gasoline] knocks out the knocks." Strong emphasis was for Super Unleaded, which increased 32% in sales during 1984.

Network tv expenditures were used to buy time for gas and motor oil products on Bob Hope tv specials. Measured spending for Havoline oil was $1.4 million network and $800,000 spot tv, using a combination of rebates and special case offers designed to promote volume sales.

Havoline motor oil also was the primary focus of magazine advertising, accounting for $1.4 million out of $2.7 million in measured spending companywide. Texaco industrial oil and lubrication products accounted for another $500,000 in measured magazine spending, and corporate identity ads accounted for the rest.

Texaco secured huge U.S. and international crude oil reserves through the $10.2 billion Getty Oil Co. acquisition, and Texaco strengthened its presence in Europe with the acquisition of selected portions of Chevron's European marketing assets. These developments indicate the direction Texaco is headed, in terms of marketing, as it responds to the political, economic and market forces that are reshaping the world's energy economy.

Texaco acquired all of the outstanding common stock of Getty Oil Co. in March, 1984. As part of the deal, Texaco agreed to a Federal Trade Commission order to sell Getty's marketing operations and certain refineries in the Northeast.

On Feb. 4, 1985, Texaco sold Getty Service Stations in the Northeast to Power Test Corp., Plainview, N.Y., for $95 million. Power Test also purchased the rights to use the Getty trade name. Included in the sale were 321 wholly owned service stations, 239 leased stations, and contracts to supply an additional 13,000 stations and nine marketing terminals.

Selling the Getty stations, however, will permit diversion of advertising funds to other Texaco products. Texaco spent a measured $3.5 million on spot tv for Getty gasoline and service stations in 1984.

Ironically, the Getty acquisition puts Texaco back in the Midwest, an area that it backed out of several years earlier because of low profit margins. In 1984, Texaco began converting Midwest Getty stations into Texaco stations. A Texaco executive says the economics have changed this time, however. Texaco recently acquired a Midwest refinery, in addition to Getty marketing terminals, which should improve the efficiency of Texaco's supply lines.

Texaco also sold Getty assets that did not mesh with existing market strategies, including Employers Reinsurance Co. and Entertainment & Sports Programming Network. Coastal Corp., Houston, is in the process of purchasing two oil refineries for an undisclosed sum.

Through May, 1985, Texaco had sold or was in negotiations on sales of Getty properties worth an estimated $2.5 billion. The changes at Texaco are expected to brighten its profit picture. Texaco's net income from worldwide operations through Dec. 31, 1984, was

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Some foreign and/or private companies do not divulge sales or income figures. Where estimates could not be obtained, N/As appear in charts and the boxed information preceding the profiles to indicate "not available."

$1.07 billion, down from $1.23 billion the preceding year. However, earnings improved through the second quarter of 1985.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	4,692.7	4,692.7
Magazines	2,690.6	1,609.1
Network cable	1.7	0.8
Spot tv	8,824.1	3,447.6
Network tv	5,870.1	4,824.7
Spot radio	2,218.4	3,512.5
Outdoor	23.3	34.0
Total measured	24,320.9	18,121.4

TEXACO U.S.A.
2000 Westchester Ave.
White Plains, N.Y. 10650
(914) 253-4000
Marketing Personnel
TEXACO U.S.A. HOUSTON
Richard R. Dickinson, senior vp-mfg, mktg, supply and distribution
Ellis W. Gunnels, vp-mktg
TEXACO EUROPE
Anthony J. Dalessio, vp-mfg & mktg
TEXACO LATIN AMERICA/ WEST AFRICA
Thomas B. Meadows, vp-mfg & mktg
TEXACO CHEMICAL CO.
West Africa
Joseph K. Goerner, vp-mktg
TEXACO LATIN AMERICA
Jean Poupeau, vp-mfg & mktg
Advertising Agencies

Benton & Bowles, New York—consumer products—Joseph Hannan, acct dir; Howard Thompson, acct exec.

Ross Roy/Colarossi Griswold, Inc., New York—industrial—Warren Rossell, acct super, Michael Turek, acct exec, art dir; Ben Colarossi, president, creative dir.

Texas Air Corp.
Houston

RANK 177

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	1,371.7	1,246.2	10.1
Net income	50.3	-177.9	128.3
Advertising	22.9	16.6	38.2

When Texas Air Corp.'s Continental Airlines unit was up and flying three days after filing for bankruptcy, industry experts scoffed. But Continental's move showed its determination to once again be considered one of the nation's leading airlines.

Continental spent 1984 methodically scraping its way out of the hole, adding routes, slashing fares and boosting its ad budget that makes its parent, Houston-based Texas Air, the 177th leading national advertiser, up from 191st in 1983.

Texas Air also is parent to New York Airlines and CCS Automation Systems, a Los Angeles-based unit providing computerized reservations, flight planning and other communications and data processing services to a number of commercial carriers.

Despite Continental's past financial failings, Texas Air earned $50.3 million in 1984, compared with a net loss of $177.9 million in 1983. Texas Air's consolidated 1984 revenues were up 9.6% to $1.4 billion.

Continental also earned $50.3 million, its first gain since 1980. New York Air posted a $6.8 million net loss, mostly because of fare wars in some of its key markets, costs associated with re-entering the Boston-New York shuttle markets and a larger marketing budget.

Texas Air's measured ad spending increased 38.2% to $22.9 million in 1984. The company increased spending in spot radio to $7.7 million from $2.5 million in 1983. Significant gains also came from a 107.8% increase in spot tv spending to $2.1 million. Texas Air's largest media expenditure, newspaper advertising, remained stable at $12.4 million.

Both Continental and New York Air boosted their measured media budgets in 1984. Newspapers and spot radio were their media mainstays as they are for most airlines, especially in a climate of quick-changing fares that require immediate media response. Continental spent an estimated $16.2 million and New York Air an estimated $6.7 million in media spending, increases of 38% and 45.7%, respectively, from 1983.

In spot radio, Continental increased its spending to $5.1 million, up from $1.4 million; New York Air spot radio went to $2.6 million from $1.1 million. Estimates in this issue for both airlines for 1984 are based on the same newspaper spending as recorded in 1983. But total spending in newspapers for the two airlines may have increased as much as 40% because of the discount fare wars played out in newspapers during the year. That would put Texas Air spending for that medium at $17 million.

During 1984, Continental's ad campaign, themed "Your money goes farther on Continental," brought protests to the Civil Aeronautics Board from Frontier and Western Airlines. The ads say the same fare on Continental that would get a passenger to New York or Los Angeles would get passengers on those two carriers to a swamp or the desert.

The ads also say a similar fare on United Airlines would only get a passenger to a cornfield, but United didn't file a complaint.

The campaign, running in newspapers and on radio and tv, claimed that what Continental charges to reach certain locations "won't get you very far on other major airlines."

Continental later added a tv, print and radio campaign showing passengers slapping themselves on the forehead when they realized they could have flown Continental. Scali, McCabe, Sloves in Houston handles Continental.

In May, 1985, Continental flew 1.4 billion revenue passenger miles and 2.1 billion available seat miles for a load factor of 68.7%. On a year-to-date comparison, Continental has risen 68% in revenue passenger miles, increased its available seat miles by 68.3%, but its load factor of 63.5% was off 0.5% from the preceding year—a figure affected by a record 16,249 flights.

Continental celebrated its 50th anniversary with events including charity ticket auctions in major cities. In October, it teamed-up with Thrifty Rent-a-Car System with an on-board "Presidential Sweepstakes." Grand prize was one year's use of a Chrysler Fifth Avenue President and First Lady editions, a trip to the presidential inauguration and a one-year Continental Airlines pass.

Also in October, Continental began the first part of its plan to upgrade its fleet, adding 12 new Boeing 737-300's leased from Texas Air. The plan includes an option to add 18 Boeing 737s by March, 1986, also through a lease agreement with its parent.

Continental's increase in passenger traffic has been sparked by a marketing plan that includes lower fares and higher frequency flight service. The carrier introduced nonstop flights between Houston and Salt Lake City and added flights into Cincinnati and Milwaukee.

Continental also added five daily nonstops between Dallas and Houston in July, aimed at undercutting American Airlines' business between the two Texas business hubs. In September, Continental applied for and subsequently received authorization to operate daily, nonstop service between Houston and London.

Continental also applied for and received authority to fly direct from Houston to Tokyo.

New York Air made its big move by starting a New York-Boston shuttle war with Miami-based Eastern Airlines, long the king of the air in that shuttle corridor. New York Air began offering food on shuttle flights to Boston. The carrier offers snacks on its New York-Washington flights, a segment also dominated by Eastern.

New York Air also hit the airwaves with ads aimed at differentiating its shuttle service from Eastern's, but the ads did not mention the other carrier by name. The carrier also used the sides of some New York double-decker buses to shout its shuttle fares. Bloom Agency, New York, handles the account.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	12,390.4	12,390.4
Magazines	49.1	96.0
Network cable	0.0	21.9
Spot tv	2,133.3	1,026.7
Spot radio	7,729.3	2,537.2
Outdoor	645.2	527.8
Total measured	22,947.3	16,600.0

TEXAS AIR CORP.
Capitol Bank Plaza No. 4040
333 Clay St.
Houston, Tex. 77002
(713) 658-9588
NEW YORK AIR
Marketing Personnel
Robert D. Gallaway, exec vp
Michael S. Leonard, vp-sales
Donna Cusano, mgr-adv
Advertising Agency

Bloom Agency, New York—Joseph Baldi, acct super; David Rutkin, senior vp.

CONTINENTAL AIRLINES
Marketing Personnel
Francisco A. Lorenzo, chmn-ceo
Philip J. Bakes, president
Tom Volz, vp-mktg services
Bruce Miller, dir-adv
Advertising Agency

Scali, McCabe, Sloves/Southwest, Houston—James O'Donnell, president.

CCS AUTOMATION SYSTEMS
Marketing Personnel
Richard Murray, president-ceo
James Goodlett, senior vp-data processing & communications
Jeffery McKnight, vp-sales & services
Jerome Gallant, vp-controller
Advertising Agency

In-house handled by Evie Palicz, corp communications mgr.

Texas Instruments
Dallas

RANK 159

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	5,741.6	4,579.8	25.4
Net income	316.0	-145.4	-317.0
U.S.			
Sales	4,087.0	3,295.0	24.0
Operating profits	312.0	-331.0	194.3
Advertising	24.8	68.3	-63.6
Division sales			
Components	2,660.0	1,704.0	56.2
Digital products	1,070.0	1,069.0	0.1
Gov't electronics	1,392.0	1,204.0	15.7
Metallurgic materials	174.0	152.0	14.5
Services trade	431.0	440.0	-2.1

At a time when Texas Instruments has run up record earnings, the bottom has dropped out of advertising expenditures at the Dallas-based company, the nation's 159th largest advertiser with total measured media expenditures of $24.8 million in 1984.

Even though the financial picture at TI has brightened, its failures over the past three years were believed to have forced the ouster in May, 1985, of J. Fred Bucy as president and chief executive officer. Replacing him was Jerry R. Junkins. Marketing strategies are not expected to be overhauled because the two have similar styles.

Mr. Junkins was executive vp of data systems, government electronics and industrial controls, the latter two areas being among the company's more profitable businesses.

The computer electronics company had spent $68.3 million in measured advertising in 1983 when the total still included advertising for TI's low-priced 99/4A home computer. The 99/4A went out of production Oct. 31, 1983. TI took a pretax loss of nearly $600 million at the time, and ended 1983 with a total loss of $145 million.

During 1984, network and spot tv spending were off 98% and 85%, respectively, from 1983 levels to a combined measured total of barely $3 million in 1984. In 1983, Texas Instruments spent a measured $18 million each on spot and network tv. Magazine spending also dropped 67% in 1984 to about $4 million.

The spending cuts point up how volatile the home computer market can be. TI's 99/4A, for example, with between 1 million and 1.5 million units sold during its lifetime, in 1983 was the second most widely owned home computer in the U.S. Heated price competition in the low-end market, however, forced TI to abandon the product, taking huge writedowns in 1983 on inventory. TI suffered a rare loss for that year of $145.4 million on sales of $4.58 billion.

Sales and earnings for 1984, however, were another story. Riding high on peak demand for its semiconductors, TI's net sales reached an all-time high of $5.7 billion with net income of $316 million, more than $100 million higher than earnings for any previous year.

Sales and earnings prospects for 1985 are less optimistic, however, because of a softening in demand for semiconductors that started in the second quarter of 1984 and became a virtual recession in the first quarter of 1985.

TI is forecasting a 15% drop to $22 billion for world demand in the semiconductor market in 1985. To help ride out the downturn, TI announced a 2,000-person reduction in its semiconductor work force in December, 1984, shortened workweeks in February, 1985, and expects a further 1,000-person work force reduction in the second quarter of 1985.

Concurrent factors in shaky earnings predictions for TI in 1985 are softness in several key areas where the company is very active, such as oil exploration and government electronics, and the on-going shakeout in the personal computer market.

Although poor retail sales of personal computers have created excess inventories and pricing pressures, TI prepared for the shakeout in 1984 by emphasizing value-added resellers as its main distribution channel for its growing family of Professional Computers.

For 1985, the bulk of TI's advertising will focus on its Business Pro personal computer, which begins shipping sometime in the summer. Ads will be mostly newspaper and magazine. In 1984, TI's Professional Computer line received $2.8 million in magazine spending. TI does not disclose newspaper figures, and measured spending figures for this medium were not available at press time.

The Business Pro's ad campaign, like that of TI's other business computer products, revolves on the concept of identifying a user and showing how the Business Pro has been tailored to his needs through a value-added reseller. Newspaper ads begin with clever headlines, "TI introduces the (Joe Smith, for example) computer system," and go on to explain that the system is perfect for vertical applications in such fields as real estate, medicine and other professions.

Complementing the shift in ad strategy is a sales strategy focusing on value-added retail outlets that are able to assist users in tailoring the system to their applications. As one TI executive put it, the company is selling applications, not hardware.

Although the drop in advertising expenditures for 1984 was partly in response to TI's marketing shift away from the mass market products, TI continues to produce and advertise consumer products. It is the largest supplier of calculators in the U.S., a category that in 1984 received $400,000 in measured spot tv and $200,000 in magazine spending.

TI also produces child learning aids, including Speak & Spell and Speak & Read, which received about $500,000 in measured spot tv in 1984, mostly in the fourth quarter. In early 1985, TI hired Bozell & Jacobs, Dallas, to handle all advertising for its worldwide data systems. McCann-Erickson, Dallas, continues as lead agency, handling all other accounts.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	16,871.6	16,871.6
Magazines	4,019.7	11,695.2
Network cable	324.6	391.7
Spot tv	2,764.3	18,080.0
Network tv	283.4	17,808.4
Spot radio	568.1	3,423.6
Total measured	24,831.7	68,270.5

TEXAS INSTRUMENTS
P.O. Box 225474
Dallas, Tex. 75265
(214) 995-2011
Marketing Personnel
Peter A. Field, vp-corp mktg
Jim Dukowitz, mgr, vp-worldwide mktg div (intl)
Donald Scharringhausen, merch mgr-world corp
Tom Ellis, vp-data systems div
Dana Houghton, merch mgr-data systems div
Bruno Tagliuca, mktg dir, senior vp-semiconductors div
Dave Huffman, merch mgr-semiconductor div
Gary Rado, mktg mgr, vp-consumer prod div
Ken Kessler, merch mgr-consumer div
Bruno Modica, mktg mgr, vp-industrial div
Edward Morrett, merch mgr-industrial div
Ed O'Neill, vp-corp staff, mgr-education, publications & industrial design
Frank Walters, merch mgr-creative services
Bob Graebner, vp-geophysical services
Harry MacIntosh, mktg mgr-metallurgy materials div, materials and control group
John Paster, mktg mgr-control prod div, materials and control group
Advertising Agencies

Bozell & Jacobs, Dallas—data systems, computers, printers, terminals (handles pr for the Digital Systems Group)—Berkley T. Cooke, exec vp; Ed T. Conlon, vp-mgmt rep; John Hofmeister, acct mgr.

McCann-Erickson, Houston and Dallas—international, consumer prod, semiconductors, education, publications, industiral design—Cormac Ryan, senior vp-worldwide acct dir; Ron Ragan, vp-acct dir—semiconductor/industrial; Don Bartholomew, acct exec; Mike Briggs, acct dir-Europe (London); John Pearce, acct dir-Asia/Pacific (Singapore).

Thompson Medical Co.
New York

RANK 104

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	197.2	149.4	32.0
Net income	21.2	16.5	28.4
U.S.			
Sales	189.8	139.7	36.9
Operating profits	20.9	15.6	34.1
Advertising	39.3	35.9	9.5
Division sales			
Meal replacements	84.1	32.5	158.8
Appetite suppressants	94.8	86.1	10.2
Other health prods.	27.7	22.1	25.4

Heavy spending for brand extensions by Thompson Medical Co. in the appetite suppressant and nutritional meal replacement category propelled the company to a rank of 104 among U.S. advertisers as New York-based Thompson increased measured ad spending 9.5% in 1984 to $39.3 million.

The greatest increase in measured spending was for the Slim-Fast line of meal replacement products in response to introduction of two new flavors and Slim-Fast nutrition bars. Measured spending for the Slim-Fast line jumped 174% to $11.8 million in 1984. Spending was divided about 65% network tv, 35% spot tv. Ad spending for Slim-Fast is expected to continue rising as Thompson introduces additional brand extensions and continues test marketing Slim-Fast gourmet weight loss meals in 1985.

Drug Store News ranked Slim-Fast 16-oz. chocolate No. 1 in drugstore dollar volume, No. 1 in profits, but only No. 7 in unit sales in 1984 among the 100 top over-the-counter products. The publication ranked Slim-Fast vanilla No. 2 in gross profits, and No. 3 in dollar sales for the category.

The Slim-Fast line accounts for 77% of the market in meal replacement products. Dollar volume sales for Slim-Fast jumped 150% to $84 million in 1984, up from only $5 million in 1982, when Slim-Fast was reformulated and relaunched with intensive advertising.

Competition in the category surfaced in 1984 from the Carnation Do-It-Yourself diet plan, Dietene by Sandoz Co. and various meal replacement products sold door-to-door.

Measured spending for Thompson's appetite suppressants fell 28% in 1984, but figured heavily in the company's media purchases. Thompson controls an estimated 66% of the appetite suppressant market, with category sales of $86 million in 1984, down 10% from 1983.

Drug Store News ranks Dexatrim

Extra Strength, Thompson's flagship appetite control product, No. 17 in dollar sales, No. 21 in profits, and No. 26 in unit movement. Dexatrim captured about 56% of industrywide appetite control sales in 1984. Thompson's other products, Control, Prolamine and Appedrine, accounted for about 10% of the market. Thompson moved into a new market subsegment for long-lasting appetite control with Dexatrim 15-Hour in 1984.

Dexatrim measured spending dropped 35% to $12.7 million, divided 52% network tv, 29% spot tv, and 19% magazine. Over-all, measured spending for Thompson's appetite control products fell 34% to about $15 million. Thompson expects increased competition in the future from competitors such as SmithKline Beckman Corp., with Dietac, and from Ciba-Geigy Corp. with Acutrim.

Thompson is seeking new markets for diet products with test marketing of its Pritikin line of sodium reduced, low-fat food products, which include salad dressings, soups, sauces and rice.

Sales for the fiscal year ended Nov. 30, 1984, advanced 32% over 1983 to $197 million. Net income was up 28% to $21 million over 1983. The sales and earnings figures for 1984 and 1983 were at record levels, up from sales of $90.9 million and net income of $11.6 million in fiscal 1982.

However, first quarter, 1985, net income was down 46% to $3.6 million, compared with the same quarter in 1984. Net sales, which dropped an over-all 31% to $38.4 million, fell 52% in the company's nutritional meal replacement business to $11.9 million, compared with the same quarter a year earlier. Sales of appetite suppressant products also were down 15% to $20.4 million, while sales of other healthcare products were about even. Thompson says inventory adjustments, reduced pricing and lower consumer sales were causes for the slippage.

Second-quarter sales are expected to follow the same downward trend, but the company expects sales to improve somewhat in the second half of 1985. Over-all, Thompson Medical is predicting sales for the year ending Nov. 30, 1985, to be 25% below fiscal 1984. The estimate could be improved by new product introductions and by the success of new marketing programs planned for the second half of 1985.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	6,024.6	3,681.1
Network cable	4,456.0	1,016.2
Spot tv	9,812.5	5,501.5
Network tv	18,485.0	25,685.5
Spot radio	524.8	0.0
Total measured	39,302.9	35,884.3

THOMPSON MEDICAL CO.
919 Third Ave.
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(212) 688-4420
Marketing Personnel
S. Daniel Abraham, chmn-ceo
Moses Ratowsky, president
Paul Craniotes, vp-creative
Ron Stern, vp-new prod & corp devel
Donald Lepone, vp-mktg
Julie Block, mktg asst
Ronald Wiley, vp-sales
Harold Verschlieser, dir-sales promo
Dean Siegal, dir-pr
Advertising Agencies
Saatchi & Saatchi/Compton, New York—Dexatrim, Control, Cortizone-5, SlimFast, Encare—Charlotte Glinka, Jane Burglass, acct exec.
Marschalk Co., New York—Apercreme, Sportscreme, Appedrine, Prolamine—Steve Bayer, vp-acct super; Stan Karp, acct super; Tom Heigl, acct exec.

Transamerica Corp. RANK 196
San Francisco
($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	5,399.0	4,701.0	1.5
Net income	171.5	199.3	-1.4
Advertising	20.0	12.1	64.5
Division sales			
Insurance	3,586.1	3,064.6	1.7
Finance	492.4	455.1	0.9
Manufacturing	401.0	397.2	0.1
Transportation	904.0	695.8	3.0

Earnings from Transamerica Corp.'s property and casualty insurance sector continued to slide in 1984, and the company in the notable pyramid headquarters could not generate enough energy from its other business units to halt a corporatewide drop in net income.

San Francisco-based Transamerica, which increased ad spending 64.5% mostly to build up its insurance services, was the nation's 196th largest advertiser in 1984 with $20.0 million in measured spending.

Insurance advertising, combined with $3.5 million in measured spending for general corporate promotion (up 15%) that included sponsorship of the U.S. Olympic Team, accounted for all of Transamerica's network tv ad spending of $11.6 million, boosting the medium's spending total by 294% on a year-to-year comparison.

The increase in insurance advertising was targeted mostly at Transamerica Occidental Life Insurance Co., which received $3.4 million in measured media, up from about $600,000 in 1983. Ad spending for Occidental was divided evenly between magazine and network tv.

Only $3,100 in measured spending went to boost the depressed property and casualty side, which has recorded operating profit losses of $18 million in 1982, $30.7 million in 1983 and $152.3 million in 1984. The company credits these losses to high claims costs reflected in high settlements and increases in loss reserves, and extensive price competition.

A more competitive rate structure and agent's incentive programs helped boost premium dollars written in the division by 26.8% to $833.1 million in 1984, but they did little to harvest the bottom line.

The company slashed ad spending for its Budget Rent-A-Car unit by 48% in 1984, to $2.5 million. But it increased ad spending for insurance services of all forms to $10.5 million, mostly in measured network tv, up from about $700,000 in 1983.

In terms of insurance in force as of Dec. 31, 1983, the latest figures available, Transamerica Occidental Life Insurance Co. ranks No. 6 with $79 billion, and Transamerica Assurance Co. ranks No. 7 with $77 billion. The companies follow Prudential Insurance Co. of America with $189 billion; New York Life, with $136 billion; Metropolitan Life, with $121 billion; Northwestern Mutual, with $92 billion, and General Reassurance Corp., with $87 billion in force.

Transamerica in 1984 was designated official insurer of the 1984 Olympics. Board member Peter V. Ueberroth was president of the Los Angeles Olympic Organizing Committee and is now commissioner of Major League Baseball.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	3,141.9	3,141.9
Magazines	4,212.2	3,860.8
Network cable	149.8	46.7
Spot tv	845.0	406.2
Network tv	11,642.6	2,956.5
Spot radio	2.7	145.5
Network radio	0.0	1,585.2
Outdoor	49.1	42.1
Total measured	20,043.3	12,184.9

TRANSAMERICA CORP.
600 Montgomery St.
San Francisco, Cal. 94111
(415) 983-4000
Marketing Personnel
David E. Gooding, senior vp-corp mktg & planning
Bern E. Deichmann, vp-mktg
John W. O'Brien, senior vp-mktg
Gerald Entman, exec vp-mktg-Budget Rent-A-Car
Richard J. Olsen, vp-corp relations
James B. Lockhart, vp-public affairs
Advertising Agency
Della Femina, Travisano & Partners, Los Angeles—Scott Martin, acct super; Denise Vomacka, acct exec.
BUDGET RENT-A-CAR
Chicago
Marketing Personnel
Gerald Entman, exec vp-mktg
R.J. Dixon vp-mktg services
Robert Chester, vp-sales
Judy Tomc, dir-corp communications
Sandra Hughes, dir-local adv
Advertising Agency
D'Arcy McManus Masius, Chicago—David Lauer, acct super.
TRANSAMERICA AIRLINES
Oakland Intl. Airport
Marketing Personnel
John W. O'Brien, senior vp-mktg
Eric Korth, vp-cargo sales & services
Frank Pratuch, dir-mktg services
Russell L. Irwin, dir-purchasing & materials surplus sales
Advertising Agency
Evans/Lynch Rockey, San Francisco—Terry Lynch, acct super.
TRANSAMERICA INSURANCE
Los Angeles, Cal.
Marketing Personnel
E.J. Cogan, mgr-mktg services
Advertising Agency
Brown, Keefe, Marine/Bowes, Los Angeles—Charlie Brown, acct exec.

Transworld Corp. RANK 156
New York
($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	2,002.0	1,899.0	6.0
Net income	115.0	8.0	1,337.5
Advertising	25.1	21.4	17.4

Transworld Corp., which spun off its airline business 16 months ago, has taken a further step to contain its holdings to food and lodging with the proposed sale of its profitable real estate subsidiary.

The subsidiary, Century 21 Real Estate Corp., with 6,500 franchisees selling 500,000 homes (one in every 10) in the U.S. in 1984, also is Transworld's largest advertiser, spending $18.2 million, or 72.5% of the parent's $25.1 million in measured media that ranked Transworld the 156th largest advertiser.

When Transworld chairman L. Edwin Smart announced the possible sale of Century 21 at the annual stockholder's meeting in May, 1985, he said the sale would "simplify our business mix and allow us to concentrate on opportunities in our food and lodging businesses."

The sale of Century 21 would leave Transworld with food service operations, Spartan Food Systems (including Hardee's restaurants and Quincy's Steak Houses) and Canteen Corp.; hotel services including Hilton International and Vista International, and assorted food products, Milnot canned milk, Dairy Sweet canned milk and Chilli Man chili.

After the sale of Century 21, Transworld's primary business outside food and lodging would be Dunhill Personnel Agency, with 284 franchised permanent and temporary placement services nationwide.

Food service operations contributed 63% of Transworld's revenues in 1984 and 54% of operating income, while hotels contributed 33.7% of revenues and 36% of total operating income.

Transworld in 1984 reported total net income of $115 million, 91.7% above earnings from continuing operations in 1983, and consolidated operating revenues of $2 billion, up 6%.

Transworld, a mainstay among ADVERTISING AGE's 100 leading media companies because of its heavy support for Trans World Airlines, has pared its advertising in half since spinning off the unprofitable unit in February, 1984. Now, the major products backed by advertising are Century 21, and Hardee's fast-food and Quincy's Steak House restaurants.

Hardees, under the Spartan Foods division, spent all its $2.2 million in measured media on spot radio, the same as in 1983. Spartan Foods owns and operates 287 fast food restaurants as a franchisee of Hardee's Food Systems Inc. and 198 limited table service Quincy's Family Steak Houses—all in 10 states in the Southeast. Quincy's spent $1.5 million in measured media, all in spot radio, up 60% from 1983.

The company's Hilton International operates 89 hotels in 44 countries and provides food service in other locales. The chain reviewed agencies early this year and selected Henderson, Friedlich, Graf & Doyle, New York, to handle the account, which bills an esti-

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mated $6 million in mostly unmeasured spending. Hilton's operating profit increased 9% to $62.7 million on sales of $675 million despite foreign currency exchange problems. An additional 13 units will be opened this year. Some 60% of the Hilton trade is to business travelers.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	2,975.8	2,730.9
Network cable	0.0	1.3
Spot tv	3,872.5	4,698.7
Network tv	12,538.1	9,892.1
Spot radio	5,500.1	3,349.0
Outdoor	199.0	698.4
Total measured	25,085.5	21,370.4

TRANSWORLD CORP.
605 Third Ave.
New York, N.Y. 10158
(212) 557-5500
CANTEEN CORP.
Chicago
Marketing Personnel
Robert Kozlowski, president-ceo
Dan R. Krpan, vp-mktg
H. Kenneth Hatter, dir-mktg
Fred X. Nicholson, dir-sales & special mkts
Advertising Agency

New agency pending after Campbell-Mithun, Minneapolis, Minn., was dropped from account.

CENTURY 21 REAL ESTATE CORP.
Los Angeles
Marketing Personnel
Richard J. Loughlin, president-ceo
Gary Cooper, exec vp-coo
Bruce Oseland, senior vp-mktg & adv
Monte Helme, vp-publication & pr
Advertising Agency

McCann-Erickson, Los Angeles—Frank Mainero, gm; Jim Dorsey, vp-mgmt rep; Walter Zerbanic, vp-acct dir; Scott Franey, Kim Carlson, acct supers; Sherri Sprecher, senior acct exec.

HILTON INTERNATIONAL CO.
New York
Marketing Personnel
Curt R. Strand, president
Fred Ruoff, senior vp-mktg
Richard H. Braun, dir-adv, sales promo
Cindy Estis, dir-mktg info systems
Alan Gould, dir pr
Advertising Agency

Henderson, Friedlich, Graf & Doyle, New York—Bill Doyle, ceo; Brian Holland, acct services; Hubert Graf, creative dir; Rick Adams, acct dir.

SPARTAN FOODS
Spartanburg, S.C.
Marketing Personnel
Charles J. Bradshaw, chmn
Jerome Richardson, president-ceo
Loren M. Seager, vp-mktg
J. Wayne Selph, dir-mktg, Hardees
Stuart de Geus, dir-adv, Quincy's
Advertising Agencies

Benton & Bowles, New York—Quincy's—Roderick Torrence, mgmt super; Tom Lentz, acct super; Allen Bosworth, acct exec.

Advertising Inc., Greenville, S.C.—Quincy's—Herb Smith, president, acct super; Gordon Lake, art dir; Dan Haygood, acct exec.

HutchesonShutze, Atlanta—Hardee's—David Warden, group dir; Tom Schrode, mgmt super; Denise Johnson, acct super; Gerry Hart, dir-field mktg.

Triangle Publications

RANK 119

Radnor, Pa.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	N/A	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	33.3	31.5	5.7

A new president, the reintroduction of *Good Food* and movement back into the market for publication distribution marked key changes in 1984 at Triangle Publications, Radnor, Pa., the nation's 119th largest advertiser with measured media spending of $33.3 million.

The privately held company, which publishes *TV Guide, Seventeen* and *Daily Racing Form*, picked William Henrich Jr., 56, as its new president Jan. 1, 1985, to succeed Walter Annenberg, 77. Mr. Annenberg, who assumed the new position of chairman, holds majority interest in Triangle. Mr. Henrich had served as Triangle's outside counsel since 1958 with the law firm of Dilworth, Paxson, Kalish & Kauffman, Philadelphia.

Although it is too soon to tell what effects Mr. Henrich's leadership may have on marketing and advertising at Triangle, it is thought that his appointment represents a continuation of the course charted by Mr. Annenberg. Triangle has been reluctant to make substantial changes in *TV Guide*, fearing to tamper with so large and successful a product. However, the editorial focus gradually has expanded to include topics of tv viewer interest, such as a weekly videocassette recorder report and an "Insider" section of the magazine.

Triangle's total measured ad spending in 1984 was almost entirely for *TV Guide*, by far its largest publication, with circulation of 17,115,233 as of March 27, 1985. Total measured spending for the company represented a 5.7% increase over 1983. The largest single category of measured spending was for *TV Guide* subscriptions, with a $21.6 million outlay for spot tv, a 1% increase over 1983 levels. Next largest categories were network radio, $5.2 million, a 50% increase over 1983, and newspaper, $4.5 million, unchanged from the previous year.

Although revenues and earnings figures by the company's media properties are not publicly available, a company spokesman says *TV Guide* in 1984 passed the $304 million mark in total ad revenue (minus commission and discount). Estimated ad revenue for *Seventeen* in 1984 was $36.8 million. Ad page growth at *TV Guide* was up 4.6% and at *Seventeen*, 13.9%.

The company announced plans to resume publication of *Good Food*, a *TV Guide*-sized monthly, in February, 1986. A prototype issue is planned for September.

Good Food was suspended in April, 1974, after eight issues at a time of increasing publishing costs. It had subscription circulation of 300,000 and about 1 million newsstand circulation at its closure, according to Triangle. Executives at the media company now believe the decision to suspend was "hasty."

Several personnel changes were announced in March, 1985, as a result of the decision to restart *Good Food*. Frank G. Wolf, publisher of *Seventeen*, became group publisher of *Seventeen* and *Good Food*. Ira S. Garey, formerly associate ad director of *Seventeen*, was appointed publisher of *Good Food*. Robert S. Bunge, ad director at *Seventeen*, moved up to publisher of that publication. Arthur Brener, director of advertising and promotion at *TV Guide*, was appointed marketing director at *Good Food*.

Bozell & Jacobs, New York, was assigned to handle *Good Food*. The agency already had the account for *Seventeen*.

The year also marked Triangle's reentrance in the publication distribution business, picking up national newsstand distribution of *Newsweek, Reader's Digest, Soap Opera Digest, Woman's World* and the *Washington Post Weekly*, in addition to *TV Guide* and *Seventeen*.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	4,505.3	4,505.3
Magazines	91.5	158.7
Network cable	411.2	147.4
Spot tv	21,613.9	21,423.6
Network tv	30.0	0.0
Spot radio	1,447.0	2,727.7
Network radio	5,227.7	2,576.5
Total measured	33,326.6	31,539.2

TRIANGLE PUBLICATIONS
4 Radnor Corp. Center
Radnor, Pa. 19088
(215) 293-8500
Marketing Personnel
Eric G. Larson, publisher-*TV Guide*
Herb Zucker, mktg dir-*TV Guide*
Frank G. Wolf, group publisher-Good Food, Seventeen
Ira S. Garey, publisher-*Good Food*
Arthur Brenner, mktg dir-*Good Food*
Robert S. Bunge, publisher-*Seventeen*
Barbara Doljack, mktg dir-*Seventeen*
Advertising Agencies

N W Ayer, New York—TV Guide—Thomas Maxey, exec vp; George Malconson, mgmt super; Sue Caufman, assoc media dir; Steve Brown, media super; Louis Donato, group creative dir; Rees Behrendt, creative super; Janet Petkus, traffic super; Vic Soler, traffic planner.

Bozell & Jacobs, New York—*Seventeen, Good Food*—Gay Wasserman, senior vp-*Seventeen, Good Food*; Toby Wesson, vp-acct super-*Good Food*; Celia Rao Visconti, senior acct exec-*Seventeen*.

20th Century-Fox Film Corp.

RANK 121

Los Angeles

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	775.0	783.4	1.1
Net income	-89.7	-10.6	-946.3
Advertising	33.2	38.0	-12.6

A shakeup at 20th Century-Fox Film Corp., the 121st largest U.S. advertiser in 1984 with $33.2 million in total measured spending, is opening new options for the weakened studio in tv and motion pictures.

One of the emerging scenarios is that Fox could become the tv-movie production arm of its parent company, TCF Holdings, which has indicated a desire to create a "fourth programing entity."

The Los Angeles-based studio, whose measured ad spending dropped 12.6% from 1983, spent about $22 million in 1984 on network tv for its movie releases and $8.7 million in spot tv.

Rupert Murdoch and Marvin Davis, owners of TCF Holdings, made headlines in May, 1985, with an agreement to buy tv stations in New York, Boston, Chicago, Los Angeles, Dallas, Houston and Washington from Metromedia Inc., Secaucus, N.J., at a cost of $2 billion cash and $1.3 billion assumed debt. (Boston station WCVB-TV is to be sold to Hearst Broadcasting Group of Pittsburgh for $450 million.)

If the Metromedia sale is approved by regulatory agencies, the Fox owners would control independent stations in the U.S. reaching about 20% of the nation's 85 million tv households.

The acquisition's effect would be creation of a company with the ability to produce and broadcast its own programing. Mr. Murdoch says he intends to build a fourth programing entity, targeting young, more affluent and sophisticated viewers than ABC, NBC and CBS. He indicates, however, that Fox would be only one of many suppliers of programing.

Although a separate company is expected to be formed for the tv stations, the company will answer to Barry Diller, Fox chairman-ceo, who arrived in October, 1984, after 10 years at Paramount Pictures.

Mr. Diller has made extensive changes in the studio's operating and financial structure since his arrival, particularly in tv production, which contributed 31% of the studio's total revenues for the year ended Aug. 25, 1984, compared with 23% in 1983.

Mr. Diller split 20th Century-Fox Telecommunications into tv syndication and pay tv/home video divisions. Steve Roberts resigned as president, effective July 31, 1985, and Jonathan Dolgen, senior vp, took charge of tv syndication, with Robert Kreek, senior vp, taking charge of pay tv/home video.

To shore up revenues in its tv segment, Fox is rolling out new shows for tv syndication and placing renewed emphasis on current hits, including such shows as the "$100,000 Pyramid" and "Dance Fever."

Fox reported losses of $2 million from continuing operations for the six months ended Feb. 23, 1985, compared with earnings of $38.3 million for the similar period in 1983. For the fiscal year ended Aug. 25, 1984, Fox took a loss of $35.8 million, compared with earnings of $68.6 million in 1983.

Mr. Diller's top priority since coming to Fox has been development of major motion picture projects, searching for blockbusters to follow "Star Wars" and "Return of the Jedi." In October, 1984, he persuaded producer James Brooks, winner of three academy awards for "Terms of Endearment," to come over to Paramount.

The effect a blockbuster can have on ad spending is enormous. In 1983, for example, "Return of the Jedi" received more than $5 million in measured network and spot tv. Nothing produced for 1984 received measured spending close to that. The biggest budgets, each $3.6 million in measured spot and network tv, were for "Revenge of the Nerds" and "Unfaithfully Yours."

Studios traditionally plan their most aggressive marketing campaigns for summer, when box office receipts can account for up to 40% of the industry's annual revenue. Ticket sales for summer, 1984, exceeded $1.3 billion, analysts say.

Fantasy, sci-fi and adventure films are expected to dominate a crowded summer schedule in 1985 as they did in 1984, paced by Columbia's "Ghostbusters," which raked in $190 million between Memorial Day and Labor Day. "Ghostbusters" is being re-released in 1985.

But 1985 did not start with a bang. Box office revenues through May were down for the first time in four years. And before Labor Day, 50 films will be released, which means competition will be heavy.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	1,003.6	1,343.2
Spot tv	8,722.9	10,977.7
Network tv	22,019.8	24,266.3
Spot radio	441.9	1,035.5
Network radio	652.8	122.8
Outdoor	322.5	216.5
Total measured	33,163.5	37,962.0

20th CENTURY-FOX FILM CORP.
10201 W. Pico Blvd.
Los Angeles, Cal. 90035
(213) 277-2211
Marketing Personnel
David Weitzner, president-mktg
Tim Deegan, vp-adv
Neal Lemlein, vp-mktg & media services
Brenda Mutchnick, vp-creative services
Linda Goldenberg, vp-field operations
Elisabeth Landon, vp-publicity
Burt Messer, vp-mktg, worldwide admin
Mary Moore, dir-mktg admin
Ken Marshall, dir-co-op adv, settlements
Lorraine Hart, dir-co-op adv
Stan Kirchheimer, dir-media
Diana Widom, dir-natl magazine publicity
Geoffrey Ammer, dir-field operations
Anne Thompson, dir-natl publicity
Advertising Agency

J. Walter Thompson, Los Angeles, Cal.—Kenneth Markman, vp-acct super; Ann Cruchley, vp-dir mktg services; Michael Arkin, acct super-entertainment group, New York, N.Y.

United Biscuits Ltd.

RANK 133

London, U.K.

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	2,020.1	1,962.4	2.9
Net income	128.4	64.9	113.3
U.S.			
Sales	784.8	810.2	33.5
Operating profits	N/A	N/A	N/A
Advertising	30.7	22.6	35.9
Division sales in U.S.			
Keebler	912.3	751.3	21.4
Specialty Brands	85.6	85.9	0.4
Other	34.4	42.0	-18.1

United Biscuits Ltd., a corporate complex mainly into baking, finds itself at mid-point 1985 in even more of a cookie combat with the newly assembled Goliath created in early June by the merger of Nabisco Brands and R.J. Reynolds Industries.

United Biscuits is the world's largest cookie and cracker producer outside the U.S. Keebler is its U.S. brand with an estimated 12% share of the $4.2 billion U.S. cookie market, ahead of Sunshine Biscuits (American Brands), 8%, and Grandma's (Frito Lay), 7% to 9%, but decidedly behind dominant Nabisco Brands, 40%, whose merger with RJR will allow it to tap greater cash resources. Together RJR and Nabisco have sales exceeding $19 billion.

United Biscuits, based in Isleworth, Middlesex, Greater London, is ranked as the 133rd largest national advertiser in 1984 with $30.7 million in measured advertising, up 35% from 1983.

Keebler drew the big advertising spending, however, to help build its sales in 1984 to $912.3 million, 45.2% of United Biscuits' 1984 total and 21.4% higher than Keebler's sales in 1983. Keebler profit was $43 million, the first decrease in a decade by the cookie maker, falling 22.7% from 1983.

The decline is said to result from stiff price competition and market strategizing over the cookie wars, in addition to Keebler's costs in readying for competition on the West Coast, including its 1982 purchase of a new bakery in Van Nuys, Cal.

Total revenues for the British company in 1984 were $2.02 billion, an increase of 22.3% over 1983, with trading profits (before taxes and other considerations) of $128.4 million, 11.5% over the previous year. (U.S.$1.16= £1 was the exchange rate used in the UB profile. It was the yearend conversion rate used by UB to convert Keebler U.S. sales to pound sterling.)

In early 1984, Keebler expanded its cookie marketing with the introduction of a host of new flavors in the $450 million soft-cookie category, including chewy Soft Batch cookies, chocolate chip, sugar, oatmeal raisin, peanut butter, walnut chocolate chip, fudge almond coconut, mint chocolate chip and peanut butter fudge chocolate chip. More flavors are due. Lined up to do battle with Keebler are a squad of soft cookie brands. Frito-Lay's Grandma's, Procter & Gamble's Duncan Hines, and Nabisco Brands' Almost Home.

Other Keebler product additions for 1984 were the salty snacks called Hearty Krunch Twists, including a new flavor, and a snack called Tato Skins. Keebler's Stone Creek crackers, in cracked wheat, hearty rye and sourdough flavors are available in all Keebler markets. Keebler also produces private label baked goods for Kellogg, McDonald's and other outlets.

Specialty Brands, which markets Spice Island herbs and spices, Marie's salad dressings, a refrigerated product line and Kosciusko gourmet mustard, had sales in 1984 of $85.6 million, off slightly from $85.9 million in 1983. Profit in 1984 also was only slightly changed, but up, to $9.5 million, from $9.4 million in 1983.

During 1984, Specialty sold its Aunt Millie's natural food spaghetti sauce business. The company, which employs 297, grows its own spices and herbs in California and manufactures products in its own Nevada and Illinois plants.

Shaffer Clarke, a small operation with 37 employes, is the U.S. importer/marketer of UB brands, including products such as Wasa brand Swedish crisp breads and Carr crackers from Britain. It sells Apollinaris mineral water from Germany and a separate division imports and sells Oriental foods and specialty frozen meats under several labels: House of Lawrence, Intersales and Kaufco. Shaffer Clarke's several brands of Scandinavian and German crisp breads are the U.S. sales leaders of their category, and Carr's Table Water cracker is the No. 2 imported cracker in U.S. sales. Other imports are tea, jams, rice and cereals. Shaffer Clarke sales totaled $23.3 million in 1984, a 21% rise from 1983. Profit also rose 24% to $2.6 million.

Moving strongly against its cookie competition in 1984, Keebler increased cookie advertising 56%, to $13.2 million in 1984 from $8.4 million. Spending for cookies was all on tv, divided between network, $7.9 million, and spot tv, $5.3 million.

Keebler's 1984 measured advertising for its cracker brands totaled $6.6 million, a contrast to 1983 when there was no media advertising.

The new salty snack Krunch Twists received ad backing of $7.6 million this year, in contrast to just $417,000 in 1983. Of this total, $6.3 million went to network tv and $1.3 million to spot tv.

Keebler's Ready Crust prepared pie crust, which was a new entry in 1983, reached broad distribution in 1984. It received $914,000 in ad backing, down 39% from 1983. All Ready Crust advertising ran in magazines.

Spice Island spending was off for 1984, dropping 17.5% to $2.39 million because of the loss of $697,000 in spending for the departed Aunt Millie's. Ad budgets from Marie's salad dressing were in a dead heat both years—about $1.92 million for both '84 and '83. All Spice Island advertising was in magazines; Marie's ran on spot tv.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	1,106.8	1,497.1
Network cable	0.0	55.4
Spot tv	8,779.5	5,607.6
Network tv	20,861.7	15,442.3
Spot radio	0.0	27.7
Total measured	30,748.0	22,630.1

UNITED BISCUITS (UK) LTD.
Syon Lane, Isleworth
Middlesex TW7 5NN
London
011-44-1-560-3131
KEEBLER CO.
Elmhurst, Ill. 60126
(312) 833-2900

Marketing Personnel

William T. Hanna, senior vp-mktg
Charles L. Shemely, senior vp-brokered prod & nonbiscuit devel
John H. Boord, vp-new biscuit devel
William L. Daniels, senior vp-sales & distribution
Jane B. Ferri, dir-nonbiscuit new prod devel
Roy E. Koeckrits, dir-merch & consumer services

Advertising Agency

Leo Burnett Co., Chicago—Keebler cookies & snack foods—Joe McGowan, vp-acct dir; Sadru Patel, super-salty snacks, brokered consumer prod & nonbiscuit new prod; Bob Hall, super-biscuit prod.

SHAFFER CLARKE & CO.
Old Greenwich, Conn.

Marketing Personnel

S. Desel, mgr

SPECIALTY BRANDS
San Francisco

Marketing Personnel

Randy Goldman, dir-mktg
Mike Pommer, mgr-mktg
Martha Edwards, mgr-mktg

Advertising Agency

Geers Gross, New York—Bob Robbins, mgmt super-senior vp; Jon Stoner, acct super; Laurie Sherman, asst acct exec.

VISA International

San Francisco

RANK 188

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	N/A	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	21.0	14.3	47.0

Moving to protect its volume leadership position in the bank credit card business, Visa USA in April, 1985, handed over its in-house account to BBDO in New York.

The reason was clear: Visa has about a 42% market share of the $146.5 billion spent with the so-called bank or third-party credit cards in the U.S. and wants to protect and enlarge that franchise. But there is a phalanx of competition, led by MasterCard, with a 28.2% market share, American Express, 26.1%, and Citicorp's Diners Club and Carte Blanche, with 3.9% combined.

Visa, San Francisco, claims a market share of 60% but bases that percentage on a market of only $100 billion.

Visa was the 188th largest national advertiser in 1984, moving up from the 213th position in 1983 with expenditures of $21 million, 47% higher than the previous year.

Visa USA's dollar card volume increased 30% in 1984 to $61.2 billion, which is 70% of the worldwide total for Visa. In number of member-issuing banks, Visa USA increased nearly 8%, climbing to 15,603 in 1984, which represents 93% of the issuing banks worldwide.

Visa USA is the U.S. regional unit of Visa International, one of five such units in the world. An autonomous board governs each of the regionals, which also include Canada, Latin America, Europe-Middle East-Africa, and Asia-Pacific. More than 160 countries are served.

Visa International's worldwide card dollar volume in 1984 increased 28%, moving up to $87 billion in 1983. Payment volume increased 27% in 1984, to more than $93.5 billion. Compared with 1983, other measures of Visa's worldwide performance in 1984 were a 16% increase in the total number of cardholders to 120 million; a 7% increase in the number of issuing bank members, to 16,724; an 11% increase in the number of merchants honoring Visa, to more than 4.3 million.

BBDO got the nod for the $20 million account from a short list of five once the field had been cut from 25. Visa Communications, an in-house agency, had handled the business the past 10 years. With its near 50% increase during 1984 in measured ad spending compared to 1983, Visa appears to have been girding for the card combat that decidedly is coming.

In February, 1984, a hefty kick in the pants was delivered to the card business when Sears, Roebuck & Co., Chicago, announced that it was going to issue its own new general-purpose credit card for purchase at other stores, meal, travel and entertainment outlets. It is Sears' sheer numbers invading the card market that concerns the credit card companies.

Sears says that by the end of 1985 it will begin issuing cards, at first on a pilot-market basis, to its 40 million credit customers. The scale of this entry can be seen in comparison to the other major cards: Nearly 115 million Visa cards, 103 million MasterCards, 20.2 million American Express, and Citicorp's Carte Blanche and Diners Club, 5 million together.

Measured advertising by Visa USA for the Visa charge card was up sharply, to $14 million in 1984 from just $1.2 million in 1983. And while Visa travelers cheque advertising dropped to $505,000 from $12.4 million in 1983, first-time spending was added for the Visa Premium charge card, at $1.7 million, and Visa USA general promotion at $4.6 million.

Visa USA increased its use of magazines for advertising by 48% in 1984 to $6.2 million. And use of network tv rose sharply by 67% to $14.6 million.

New developments by Visa USA in 1984 were the redesign of the Visa Classic charge card and the Visa Premium card. In 1985, the company launched its Visa Travel Voucher, a prepaid payment device assuring guaranteed payment to the recipient. An addition to the Visa USA family in 1984 was International Anasazi, which was acquired to give Visa members access to Anasazi's telecommunications.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	6,232.5	3,198.8
Network cable	254.7	226.8
Spot tv	0.7	263.7
Network tv	14,590.1	8,729.1
Spot radio	0.0	953.3
Network radio	0.0	1,331.8
Outdoor	1.7	9.6
Total measured	21,039.7	14,313.1

VISA USA
P.O. Box 8999
San Francisco, Cal. 94128
(415) 954-7000

Marketing Personnel

David L. Roberts, adv mgr
Francine Schall, vp-card prod
Robert Sanders, vp-class & premier cards
John H. Bennet, vp-mktg
Tom Cammarata, super creative services
R. Sanborn, media services mgr

Advertising Agencies

Visa Communications—(in-house).

BBDO, New York—all products—Gary de Paolo, senior mgmt rep; Al Katz, mgmt super; Ann Billock, acct super; Mike Hedge, associate media dir; John Greenberger, Charles Miesmer, creative.

Volvo Cars N.A.

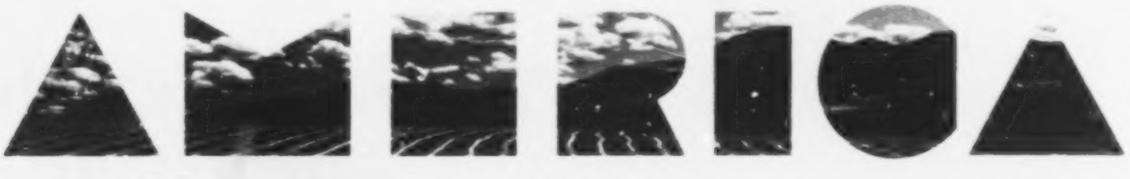
Rockleigh, N.J.

RANK 179

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	N/A	N/A	N/A
Net income	N/A	N/A	N/A
Advertising	22.7	17.7	28.3

CELEBRATE



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W. Michael Blumenthal
Burroughs Corporation
William W. Boeschenstein
Owens-Corning Fiberglas Corp.
Oliver C. Boileau
General Dynamics Corporation
Paul Borman
Borman's Inc.
Robert J. Buckley
Allegheny International Inc.
David R. Clare
Johnson & Johnson
John J. Creedon
Metropolitan Life Insurance Company
John W. Culligan
American Home Products Corporation
Royce Diener
American Medical International Inc.
James L. Everett, III
Philadelphia Electric Company
William A. Franke
Southwest Forest Industries
A. Paul Funkhouser
CSX Corporation
David C. Garrett, Jr.
Delta Air Lines, Inc.
The Honorable W. Wilson Goode
Mayor, City of Philadelphia
T. Marshall Hahn, Jr.
Georgia-Pacific Corporation
James R. Harvey
Transamerica Corp.
Raymond A. Hay
The LTV Corporation
William N. Hulett
Stouffer Hotel Company
Ramon L. Humke
Indiana Bell Telephone Co., Inc.
Samuel Huntington
New England Electric System
Edward G. Jefferson
E.I. du Pont de Nemours & Co.
Kenneth L. Lay
Houston Natural Gas Corporation
Donald D. Lennox
International Harvester Company
H. William Lurton
Jostens Inc.
John W. Lynn
F.W. Woolworth Co.
William S. Manning
Bibb Co.
John F. McGillicuddy
Manufacturers Hanover Corporation
Robert E. Mercer
Goodyear Tire & Rubber Company
Richard M. Morrow
Standard Oil Company (Indiana)
Michael T. Nelligan
Ideal Basic Industries, Inc.
David F. Nelson
Wisconsin Bell, Inc.
James J. O'Connor
Commonwealth Edison Co.
Fred W. O'Green
Litton Industries, Inc.
Thomas G. Pownall
Martin Marietta Corporation
William J. Pruyn
Eastern Gas & Fuel Associates
Dr. Allen E. Puckett
Hughes Aircraft Company
Dr. W. Ann Reynolds
California State University
Walter V. Shipley
Chemical New York Corporation
Frank A. Shrontz
The Boeing Company
Richard P. Simmons
Allegheny Ludlum Steel Corp.
D. C. Staley
NYNEX Corporation
Eugene J. Sullivan
Borden, Inc.
Richard P. Sullivan
Easco Corporation
John W. Teets
The Greyhound Corporation
W. Reid Thompson
Potomac Electric Power Company
The Honorable Dick Thornburgh
Governor, Commonwealth of Pennsylvania
William R. Timken, Jr.
The Timken Company
William P. Vititoe
Michigan Bell Telephone Company
Harriett M. Wieder
Orange County Board of Supervisors
Charles J. Zwick
Southeast Banking Corporation

1985 U.S. SAVINGS BONDS VOLUNTEER COMMITTEE

Volvo Cars N.A., the newly created division of Volvo N.A., both of Rockleigh, N.J., was the 179th largest national advertiser in 1984. The division, which was called Volvo of America and included as subsidiaries all U.S. and Canadian Volvo companies, increased measured media 28.3% to $22.7 million in 1984.

Following a corporate shuffle April 30, 1985, all U.S. and Canadian Volvo companies became operating divisions of Volvo N.A., a corporate umbrella. The move was designed to separate car, truck, bus, industrial equipment and marine divisions, and put them into closer touch with their respective markets.

Advertising levels are not expected to vary as a result of the administrative restructuring. The car division, by far the largest share of U.S. and Canadian operations, again will account in 1985 for the lion's share of Volvo N.A.'s ad spending. In 1984, Volvo's big measured spending allotments were in tv, up 63% from 1983 to $7.3 million, and $8.6 million in magazines, up 43% in 1984, 85% of which was for various autos. (Spending figures do not include expenditures of dealer associations.)

Volvo was the only European luxury car (priced at more than $10,000) marketer to exceed import sales of 100,000 units in North America, with sales of 107,000 cars. Total sales volume for Volvo N.A., which includes all divisions, exceeded $2.4 billion in 1984, the best year ever. Sales in North America represented an important and growing share of Goteborg, Sweden-based AB Volvo's sales of $12.9 billion.

But Volvo car sales growth in the U.S. has come at a time of declining luxury car sales in Europe, which fell from 1.9 million units in 1979 to 1.2 million in 1984. In 1984, Volvo built an estimated 390,000 cars in that market, 100,000 of which were low-profit, compact cars.

Volvo N.A. will continue to face stiff competition in North America from European, Japanese and U.S. marketers, all of whom are seeking a share of the upscale import market. This market could reach sales of 500,000 units a year by 1990, depending on which models are included, analysts say. Japan, especially, is expected to be a growing force in the import market with the relaxation in 1985 of voluntary import quotas.

Volvo Cars N.A. is pinning its hopes for 1985 on the 740 and 760-series station wagons, introduced in March, the first models to be unveiled in the U.S. before introduction in Sweden. By emphasizing station wagons, Volvo is trying to avoid the heated market struggle here for European performance cars.

The wagons will get about 35% of Volvo Cars' estimated 1985 advertising budget of $15.7 million, which is up 17% from 1984 levels, according to the company. Sales are projected at 10,000 units for 1985. National ads accounting for about 40% of total weight broke in late March, mostly in high-demographic-category magazines.

Volvo also is attempting to broaden appeal of the 700-series beyond traditional family-type buyers, to include singles and others who need cargo space, but otherwise might prefer buying sedans. The theme line is, "Everything a station wagon was intended not to be."

Volvo is combatting the clumsy image of station wagons with a series of ads emphasizing drivability and handling. One ad says, "At last, a wagon meant to be enjoyed, not just endured."

The rest of Volvo Cars factory ad budget goes to local markets in support of dealer associations, with print and tv available. The tv ads build on the images of strength and safety, showing seven Volvos stacked atop one another. Volvo also is extending last fall's pilot local-market daily rental campaign "Test drive" around the clock, not the block. About 70% of overnight test drives resulted in purchases, the company discovered.

The new corporate structure is not expected to outwardly affect production and marketing of products made by Volvo N.A. Divisions, including: Volvo-Penta N.A., Rockleigh, N.J., maker of marine and industrial products; Volvo Canada Ltd., Willowdale, Ont.; Volvo Automated Systems, Sterling Heights, Mich., producer of factory automation devices; Volvo White Truck Corp., Greensboro, N.C., which manufactures and markets Volvo Trucks and Volvo White Trucks; Volvo Bus N.A., Chesapeake, Va., and Volvo Finance, N.A., Rockleigh, N.J., the corporate leasing operation.

The corporate shuffle at Volvo resulted in distribution of key individuals to various divisions. Bjorn Alstrom, president-ceo of Volvo N.A. Corp., was named chairman of all U.S. operating divisions.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	3,767.3	3,767.3
Magazines	8,594.3	7,619.7
Network cable	178.4	116.0
Spot tv	6,975.6	4,274.5
Network tv	331.7	225.3
Spot radio	2,875.5	1,704.3
Outdoor	0.0	7.0
Total measured	22,722.8	17,714.1

VOLVO CARS N.A.
1 Volvo Drive
Rockleigh, N.J. 07647
(201) 678-7300
Marketing Personnel
William J. Hoover, vp-mktg
Milt Gravatt, mktg mgr
Gerald Dudzik, natl ad mgr
VOLVO AUTOMATED SYSTEMS
Marketing Personnel
Cliff Angelwicz, president-ceo
VOLVO BUS N.A.
Marketing Personnel
Jan-Olof Rabe, president-ceo
VOLVO B.M. CONSTRUCTION
Marketing Personnel
Willie Romlid, vp-general mgr
VOLVO WHITE TRUCK
Marketing Personnel
Thage Berggren, president-ceo
VOLVO-PENTA OF AMERICA
Marketing Personnel
Robert Bridge, president-ceo
Advertising Agency

Scali McCabe & Sloves, New York, N.Y.—Jerry Sherman, vp-mgmt super; Gloria Wood, acct super; Bruce Weinreb, senior acct exec-N.Y.—N.J.; Ann Lambert, acct exec; Denise Aube, asst acct exec.

Hiram Walker Resources
Toronto
RANK 134

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	2,867.3	2,654.3	8.0
Net income	191.1	145.1	31.7
U.S.			
Sales	914.9	915.7	-0.1
Operating profits	87.4	72.5	20.4
Advertising	30.5	29.4	4.2
Division sales			
Distilled spirits	1,129.4	1,096.7	3.0
Natural resources	351.8	358.0	-1.8
Gas utility	1,386.1	1,199.6	15.6

Hiram Walker Resources was the 134th largest U.S. advertiser in 1984 with $30.5 million in total measured spending. Although spending is up a modest 4.2% over 1983, the Toronto, Ont.-based distilled spirits and natural resources concern is acting to preserve market share through introduction of new products, brand extensions and entrance into new markets.

In 1985, Hiram Walker also is taking aim against a rising tide of anti-drinking measures that threaten to affect the liquor industry's right to advertise in the U.S.

The company is introducing a "yield the keys" campaign to combat the problem of drunken driving, the subject of much anti-liquor advertising and grass-roots action and an issue that has contributed to continued declines in sales of spirits in general. The company plans to develop the campaign into a nonprofit organization to encourage drinking moderation.

Yet, Hiram Walker, which has six products that rank in the top 60 best-selling national liquor brands, including No. 11 Canadian Club whisky and No. 22 Kahlua, expects to face another barrier to its business growth Sept. 30 when a 19% increase in federal excise tax will be placed on distilled spirits.

Federal, state and local liquor taxes generated about $12 billion in 1984, accounting for nearly 45% of the average $7.13 retail price for a bottle of liquor. On Sept. 30, federal taxes will add an average 30 cents a bottle, which is expected to translate into a 3% to 5% drop in liquor sales for the year. The anticipated drop in consumption follows a 1% industrywide decline in 1984.

Hiram Walker in 1984 spent $8.6 million in measured media for Canadian Club, down 23% from 1983. The brand lost market share in 1984, with case sales dropping 4%, and brand rank among all liquors dropping from No. 9 to No. 11. Canadian Club underperformed the Canadian whisky category, which increased 0.4% in sales volume for the year, despite attempts to appeal to younger drinkers and women with HW's new "Be a part of it" ad campaign. The brand continued to lose ground in its category to Brown-Forman's Canadian Mist, which boosted sales 7.9% with its "misting" campaign, and Windsor Supreme, which increased sales 8% in 1984, mainly by comparative advertising with more expensive brands.

Hiram Walker introduced in October, 1984, Canadian Club Classic, a 12-year-old blended whisky, and Balblair, a single malt scotch.

January, 1984, marked HW's entry into the imported premium cream liqueur category with national rollout of Haagen-Dazs Cream Liqueur. Agency assignment is McCaffrey & McCall, New York. Projected 1984 sales were about $20 million. In addition, HW and a subsidiary acquired the 51% of Tia Maria Ltd. not already owned for $25 million.

Case sales of Hiram Walker's second leading brand in this sector, Kahlua, improved 4% in 1984, with backing of $5.9 million in measured media, including $4.4 million magazine and $1.4 million outdoor, with a small percentage newspaper. Kahlua received $5.5 million measured spending in 1983.

Spending for Courvoisier increased the most in 1984 to $3.6 million, up 22% over 1983. Case sales improved 5% from 1982 to 1984, jumping from No. 64 to No. 57 among all liquor brands in the same period.

Hiram Walker Resources had total net income of C$245 million, up 31.7%, on revenues of C$3.68 billion, up 8%. That translates to $191.1 million net income and $2.87 billion revenues in U.S. dollars, using the average annual rate of exchange in 1984 of U.S.$0.78= C$1.

For yearend 1984, Hiram Walker distilled spirits division had operating income of C$278 million on revenues of C$1.45 billion, both of which represented increases of 4.1% and 2.3%, respectively, from 1983. Distilled spirits represented 47.2% of corporate-wide operating income and 39.4% of total sales in 1983.

The company's other division results in 1984 include natural resources, 17.8% operating income and 12.3% total sales; and gas utility, 35% operating income and 48.3% operating revenues. For the first six months ended March 31, 1985, Hiram Walker's revenue from distilled spirits increased 5% to C$813 million over the same period in 1983.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,643.5	1,643.5
Magazines	21,080.2	20,041.5
Outdoor	7,759.8	7,558.6
Total measured	30,483.5	29,243.6

HIRAM WALKER RESOURCES LTD.
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Toronto, Ont. M5X 1A9
(416) 864-3300
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Gerard C. Gianni, president
Stephen Nadelberg, senior vp-dir mktg
William R. Buesching, vp-dir mktg projects
Advertising Agencies

McCaffrey & McCall, New York—Canadian Club, Haagen Dazs Cream Liqueur—Norman S. Freeman, senior vp-genl acct super; Ted Pulton, vp-mgmt super; Lisa Decrane, Elise Knight, acct execs.

Simons Michelson Zieve, Troy, Mich.—Imperial, Walker's Deluxe Ten High bourbon, Lauder's scotch, Royal Canadian, Northern Light Canadian, Two Fingers tequilla, Canadian Club Classic—James A. Micholson, president.

Lockhart & Pettus, New York—Canadian Club: Black adv—Keith Lockhart, president; Theodore D. Pettus, exec vp-creative dir; Ronn D. Harris, vp-dir client services.

Sosa & Associates, San Antonio, Tex.—Candian Club: Hispanic adv—Lionel Sosa, president; Debra Gish, acct services; Howell D. Boyd, dir client services.

Wang Laboratories
Lowell, Mass.
RANK 164

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	2,184.7	1,538.0	42.0
Net income	210.2	152.2	38.3
U.S.			
Sales	1,555.2	1,103.4	40.8
Operating profits	178.4	128.9	38.4
Advertising	24.0	8.5	184.4

Wang Laboratories, Lowell, Mass., made a huge investment in 1984 in network tv spending for general coporate promotion as part of its continuing effort to change its image as a word processing equipment vendor to that of an office automation supplier.

Wang, the 164th largest U.S. advertiser in 1984, is "gunning for IBM" in the words of one tv spot, and fired its first volley by increasing total measured spending 184.4% to $24.0 million in 1984.

Office automation hardware and software provide the links that allow existing desktop, mini and mainframe computers to work together in a network. Office-automation systems are seen as key to companies such as Wang, Digital Equipment Corp., Data General, AT&T in their struggle to gain market share from International Business Machines.

Analysts estimate that office automation could double in sales to $9 billion this year and could reach $40 billion in 1988. IBM maintains a 75%-plus share of U.S. mainframe installations, has a similar share of desktop personal computers and commands a huge marketing-sales advantage.

The competition for Wang is expected to be tough. IBM's sales and marketing personnel outnumber Wang's 10 to 1. Wang, which has an installed base of about 300,000 word processors, is believed to be the leading worldwide producer of word processing equipment. Its reputation in this office equipment segment would make it a logical choice for office automation systems in many work places.

Wang's advertising focuses on its products' strengths in data, word, voice and image processing, combined with its versatility in communications. Wang also touts the introduction of about 300 new hardware and software products in 1984, including Wang Office, a software product that provides time and task management, communications and information management links for all Wang office systems.

Of Wang's measured ad spending totals in 1984 for "general promotion," $11.7 million was for network tv, up 172% from 1983; $2.3 million for spot tv, up 19%, and $1.5 million for magazine, down slightly from 1983. Overall, measured spending for spot tv jumped 136% in 1984 to $4.5 million. Magazine spending increased 76% to $3.5 million.

But Wang's measured spending totals in 1984 also were up significantly for specific products, led by $2.6

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million in measured media for the Wang Personal Business Computer, an increase of 52%, and $2.1 million for the Wang Word Processing System, up 117%.

Despite increased advertising, Wang has not been able to ward off a softening in the computer industry that began in the fourth quarter of 1984 and continues into 1985. Wang's profits fell 66% in its third quarter, ended March 3!, 1985, to $17 million on sales of $:52.7 million. The precipitous drop in profits was much worse than the 30% to 40% drop anticipated by analysts.

Wang has said it expects to take a loss in the important fourth quarter ending June 30, traditionally its strongest. The company plans inventory writedowns and dismissal of 1,600 employees, 5% of its workforce. Wang has said it expects to report profits in fiscal 1985.

Wang's record net earnings for the fiscal year ended June 30, 1984, were $210 million, up 38% over 1983. Revenues for the year were $2.2 billion, up 42%. For comparison, Wang's revenues and earnings in 1982 had just topped $1 billion and $100 million, respectively.

Wang's fast-track growth is partly responsible for its current financial bind. The company has grown to nearly 7,500 employes in sales, sales support and administration, and 8,600 in manufacturing. Analysts say Wang will be forced in 1985 to cut back on nonsales and marketing employment to maintain its level of growth.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	3,466.6	1,965.4
Network cable	367.1	126.6
Spot tv	4,507.6	1,909.6
Network tv	14,740.4	4,329.3
Spot radio	953.8	119.3
Total measured	24,035.5	8,450.2

WANG LABORATORIES
One Industrial Dr.
Lowell, Mass. 01851
(617) 459-5000
Marketing Personnel
An Wang, chmn
Harry H. S. Chou, vice chmn-cfo
John Cunningham, president-coo
Carl Masi, senior vp-worldwide sales & mktg
Advertising Agency
Hill, Holliday, Connors, Cosmopulos, Boston—Justin Harrington, senior vp; James Herendeen, Mark Minkin, vp-mgmt supers.

RANK

Whirlpool Corp. 117
Benton Harbor, Mich.

($ figures = 000,000)

Worldwide/U.S.	1984	1983	% chg
Sales	3,137.5	2,667.7	17.6
Net income	189.6	167.0	13.5
Advertising	34.3	21.0	62.9
Division sales			
Laundry appliances	1,138.7	1,017.0	11.8
Refrigeration/air cond.	1,159.5	968.5	19.8
Other appliances	581.8	476.1	1.2
Other services	259.6	206.1	26.0

Whirlpool Corp., the nation's 117th leading advertising with measured spending of $34.3 million, is seeking to grow through a hotly contested purchase of the KitchenAid division of Hobart Corp., a move that would give the Benton Harbor, Mich.-based company nearly 75% of the U.S. dishwasher market.

But Whirlpool must overcome an antitrust suit filed by competitor White Consolidated Industries. The suit claims that acquisition of KitchenAid would add a 26% market share to what Whirlpool already commands. Whirlpool holds an estimated 50% of the market.

KitchenAid markets dishwashers, mixers, food processors, garbage disposers and hot water dispensers, a phalanx of products similar to those for which Whirlpool increased its 1984 measured media spending by 62.9% over 1983.

The biggest change in Whirlpool's ad strategy in 1984, besides heavier spending, was the use of a variety of media. In 1983, the company bought only print and tv, but last year it began to spread its money around.

In 1984 Whirlpool spent $3.6 million on outdoor advertising for its major appliances, compared with less than $8,000 a year earlier. The company's allocations for network radio and network cable jumped from zero to $2.5 million and $305,000, respectively. D'Arcy MacManus Masius, Bloomfield Hills, Mich., and Netedu Co., Benton Harbor, are Whirlpool's ad agencies.

Whirlpool set sales and earnings records in 1984. Its consolidated net sales rose 17.6% to $3.1 billion and net earnings increased 13.5% to $189.6 million.

Regardless of whether its acquisition of KitchenAid takes place, the company can be expected to continue its current trend of aggressive marketing. The company forecasts replacement of about 20% of existing home appliances in five years, which explains its decision to raise Whirlpool's profile by spreading its message around to various media.

To establish a greater international presence, the company in April formed Whirlpool Trading Co. to consolidate existing overseas activities and explore new ventures.

Last year's record shipments of home appliances should convince Whirlpool that it's research is on target. In 1984, home appliance marketers shipped more than 39.4 million units, the first time the industry had exceeded the 1973 record level of 35.8 million units, according to the Assn. of Home Appliances.

In November, Whirlpool began producing in volume what it considers a revolutionary product in the home appliance industry—the Design 2000 automatic clothes washer. The Design 2000 represnts a new approach to manufacturing home laundry machines. The machine, which looks like most other washing machines, contains 30% fewer parts, is cheaper to make and allegedly simpler to fix.

Along with the appliances it makes to sell under the Whirlpool name and the heating and air conditioning equipment it sells under the Heil name, Whirlpool is the principal supplier of home appliances to Sears, Roebuck & Co., the nation's largest retailer.

The laundry machines, refrigerators, air conditioners, trash compactors and vacuum cleaners it supplies to Sears are sold under the retailer's Kenmore brand name. Appliances marketed by Sears accounted for about 41% of Whirlpool's consolidated net sales in 1984, down from about 55% in 1977.

In December, the company announced plans to restructure its manufacturing operations as part of a five-year, $600 million capital expenditure program. Three new operations—a major appliance group, a kitchen and specialty products group and a centralized manufacturing planning function—will replace the existing laundry, refrigeration and kitchen products structure.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	1,947.9	1,947.9
Magazines	8,682.1	5,354.7
Network cable	305.2	0.0
Spot tv	1,038.6	953.2
Network tv	14,377.1	12,768.9
Spot radio	1,780.8	0.0
Network radio	2,477.0	0.0
Outdoor	3,648.1	7.9
Total measured	34,256.8	21,032.6

WHIRLPOOL CORP.
Benton Harbor, Mich. 49022
(616) 926-5000
Marketing Personnel
Robert L. Brintnall, exec vp-mktg
David R. Whitman, vp-Whirlpool sales
B. David Allen, div vp-mktg communications
Herbert A. Rose, natl adv mgr
Advertising Agencies
D'Arcy MacManus Masius, Bloomfield Hills, Mich.—national product advertising—R. Monley, exec vp-mgmt super; Ken Brandt, vp-acct super; L. Seagram, acct exec; J. Stenger, asst acct exec.
The Netedu Company, Benton Harbor, Mich.—local dealer and national advertising—Mike Kosinski, vp-acct exec; Bill Sherrington, acct exec; Scott Patterson, acct exec; Mike Nitz, acct exec.

RANK

F.W. Woolworth Co. 189
New York

($ figures = 000,000)

Worldwide	1984	1983	% chg
Sales	5,700.0	5,500.0	3.6
Net income	141.0	118.0	19.5
U.S.			
Sales	3,500.0	3,200.0	9.4
Operating profits	235.0	184.0	27.7
Advertising	21.0	17.4	20.8

New York-based F.W. Woolworth Co., the nation's 189th largest advertiser with measured media spending of $21 million, is looking to stimulate better returns the next few years through creation of a new breed of specialty stores.

Woolworth anticipates such retail units will contribute 55% of total sales by 1988, but industry analysts are more conservative, estimating they will account for about 34%.

The emphasis on specialty stores was adopted during 1984 when Woolworth had a modest revenue increase of 5.1% to $5.7 billion and net income of $141 million, up 19.5%, for the company's most profitable year. The financial pattern continued into the first quarter of 1985, ended April 30, with sales rising 2.5% over the year-earlier period to $1.24 billion and net income increasing 50% to $6 million.

Woolworth took steps in 1985 to build on the specialty store area by extracting two of its strongest merchandising areas—stationery and greeting cards—in its current variety stores and making separate free-standing shops out of them called Herald Square Stationery shops. It also is creating Afterthoughts shops—boutiques offering costume jewelry, handbags and accessories.

Woolworth is entering a new merchandising area in launching its first deep-discount drug outlet, called the Rx Place, set to open in Philadelphia. All three new specialty areas were scheduled to debut this spring.

A large-scale renovation and remodeling program also is under way by Woolworth, which operates more than 5,500 stores worldwide.

Totals include 1,210 Woolworth stores in the U.S.; 318 in Canada; 225 in Germany; 3,282 Kinney Shoe Corp. stores, under 12 brand names, operating in the U.S., Canada and Australia; 310 Richman Brothers men's clothing stores and Anderson-Little ladies' and men's clothing/furnishing stores; 37 *J. Brannam brand name discount clothing stores, and 167 Little Folk and Kids Mart children's clothing stores.

The company derives 33%, or $1.9 billion, of its sales from U.S. Woolworth; 25%, or $1.4 billion, from Woolworth Canada; 11%, or $631 million, from Woolworth Germany; 24%, or $1.4 billion, from Kinney Shoe Corp.; 4.3%, or $247 million, from Richman Brothers, and 1.3%, or $75 million, from Little Folk Shop.

The company is set to renovate this year more than 300 U.S. Woolworths and nearly 80 Woolworths and Woolco stores in Canada. The Kinney division intends to open an outlet in each major new U.S. shopping mall opening in 1985 and 1986.

Woolworth discontinued its U.S. Woolco department store chain in 1984 and sold its 52.6% interest in British Woolworth.

To advertise its various units, Woolworth continues to rely heavily on spot tv and spot radio for its major advertising units, Foot Locker and Kinney Shoe Stores, which took about 87% of the 1984 ad budget in measured media. Spending for Foot Locker was up 66% to $4.2 million; spending for Kinney rose fivefold, to $9.3 million in 1984.

Other 1984 spending was $750,000 in spot tv for Anderson-Little, a first-time expense, $1.1 million in spot tv for *J. Brannam, down 32% from 1983, and $234,800 mostly in magazines for Woolworth variety stores, off about 37% from 1983.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Magazines	2,452.4	2,112.2
Network cable	225.0	6.7
Spot tv	12,950.0	10,497.5
Network tv	143.2	1,030.6
Spot radio	5,206.9	3,714.0
Total measured	20,977.5	17,361.0

F.W. WOOLWORTH CO.
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New York, N.Y. 10279
(212) 553-2000
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Joseph F. Carroll, vp-public affairs
U.S. WOOLWORTH
New York
Marketing Personnel
Robert L. Jennings, president-ceo
Jack R. McNutt, senior exec vp-coo
Gary Fuller, vp-adv
Advertising Agency
Sawdon & Bess, New York—John Hilz, acct exec; J. Hernesh, acct exec-Kinney; J. Jones, acct exec-Woolworth.
***J. BRANNAM**
New York
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Hy Leder, vp-sales, promo, adv
Vanetta Vancak, adv coord
KINNEY SHOE CORP.
New York
Marketing Personnel
Cameron I. Anderson, president
J.K. Aneser, vp-mktg communications
Mark Kurtz, adv dir
Mary Anne Vukovich, senior adv mgr
Marian Costello, senior adv mgr
Sherri Cannuli-Bender, adv mgr
Edward Pettersen, adv mgr
Advertising Agency
Sawdon & Bess, New York—Martin Mitchell, acct super-exec vp.
RICHMAN BROTHERS CO.
Cleveland, O.
Marketing Personnel
William H. Gaudreau, president-ceo
A. Carosella, vp-sales
Advertising Agency
Harold Cabot & Co., Boston—Joan Ojala, acct exec-Richman Brothers.
ANDERSON-LITTLE CO.
Fall River, Mass.
Marketing Personnel
William H. Gaudreau, president
Sidney Lewis, vp-sales
Advertising Agency
Harold Cabot & Co., Boston—Bobbie McGowan, vp-acct super-Anderson Little.

Where Ad Age got its data

The second 100 leading national advertisers are selected on the basis of measured ad spending supplied by Leading National Advertisers Inc., Broadcast Advertisers Reports, Media Records (newspapers), Institute of Outdoor Advertisers, Outdoor Advertising Assn. of America, Radio Advertising Bureau and Agricultural Marketing Information Service (AGRICOM).

In addition to ad spending, this issue contains year-to-year financial data on the companies supplied either by annual reports, 10k reports, company sources or by analysts, especially when the company in question is privately held.

The upcoming 100 leading national advertisers are selected by their *measured* ad expenditures. They are listed in a chart on Page 8.

However, the 100 leaders will be ranked as usual by measured *and* unmeasured spending. (The 100 leading national advertisers report will be published Sept. 19, 1985.)

Unmeasured totals were not attempted in this first issue of the second 100 leaders.#

Second 100's ad spending by medium

	Second 100 ad expenditures ($000)*		All advertisers' spending ($000)**		Second 100 adv. as % of all advertisers'	
Medium	**1984**	**1983**	**1984**	**1983**	**1984**	**1983**
Newspaper	$166,872.7	$158,816.2	$3,007,000.0	$2,734,000.0	5.6	5.9
Magazine	439,529.0	322,477.5	4,932,000.0	4,233,000.0	9.0	7.7
Network cable	24,422.4	12,148.7	400,000.0	320,000.0	6.2	3.8
Spot tv	931,818.8	734,425.6	5,453,000.0	4,796,000.0	17.1	15.4
Network tv	951,381.2	751,342.0	8,562,000.0	7,017,000.0	11.2	10.8
Spot radio	163,892.5	118,813.3	1,197,000.0	1,038,000.0	13.7	11.5
Network radio	33,739.1	38,016.4	316,000.0	296,000.0	10.7	12.9
Outdoor	41,895.8	36,106.6	872,000.0	794,000.0	4.9	4.6
Farm pubs	22,338.1	19,916.2	181,000.0	163,000.0	12.4	12.3
Total	2,775,899.6	2,192,062.5	24,920,000.0	21,391,000.0	11.2	10.3

***Source: Leading National Advertisers Inc. **Source: Est. by Robert J. Coen, McCann-Erickson**

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